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ABSTRACT

This guide provides background information on rural Latinos and includes brief profiles of 98 social scientists, researchers, and educators that focus their work on the rural Latino population. The first section addresses the need to study the rural Latino population and discusses census data, distinctions between rural and urban Mexican Americans, characteristics of farms owned and operated by Latinos, issues of Latino population growth and concentration in rural areas, and employment and community development issues. This section also includes facts on Latino poverty, Mexican immigration, population distribution, age, educational attainment, and language. The second section includes contact information and descriptions of the past and current work of the 98 specialists, listed alphabetically. Areas of specialty include agriculture and natural resources, the arts, demography, development, national and regional U.S. studies, economics, education, geography, health and medicine, history, labor, Latin America, migration and immigration, outreach, policy and politics, poverty, research methods, science and technology, social sciences, sociology, and rural groups other than Latinos. The third section describes 44 organizations that focus on rural and Latino issues. The fourth section lists relevant publications and other work produced by 68 of the Rural Latino Resource specialists. The last section lists publications about agriculture, farm labor, immigration, migrant education and health services, and rural poverty by authors affiliated with the Julian Samora Research Institute at Michigan State University (Lansing). (LP)

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RURAL LATINO RESOURCES



A National Guide

1997

by *Refugio I. Rochin and Emily Marroquin*

A publication of the Julian Samora Research Institute

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RURAL LATINO RESOURCES

Project Director
Refugio I. Rochín, Ph.D.

Project Coordinator
Emily Marroquin

Graphic Design by
Danny Layne

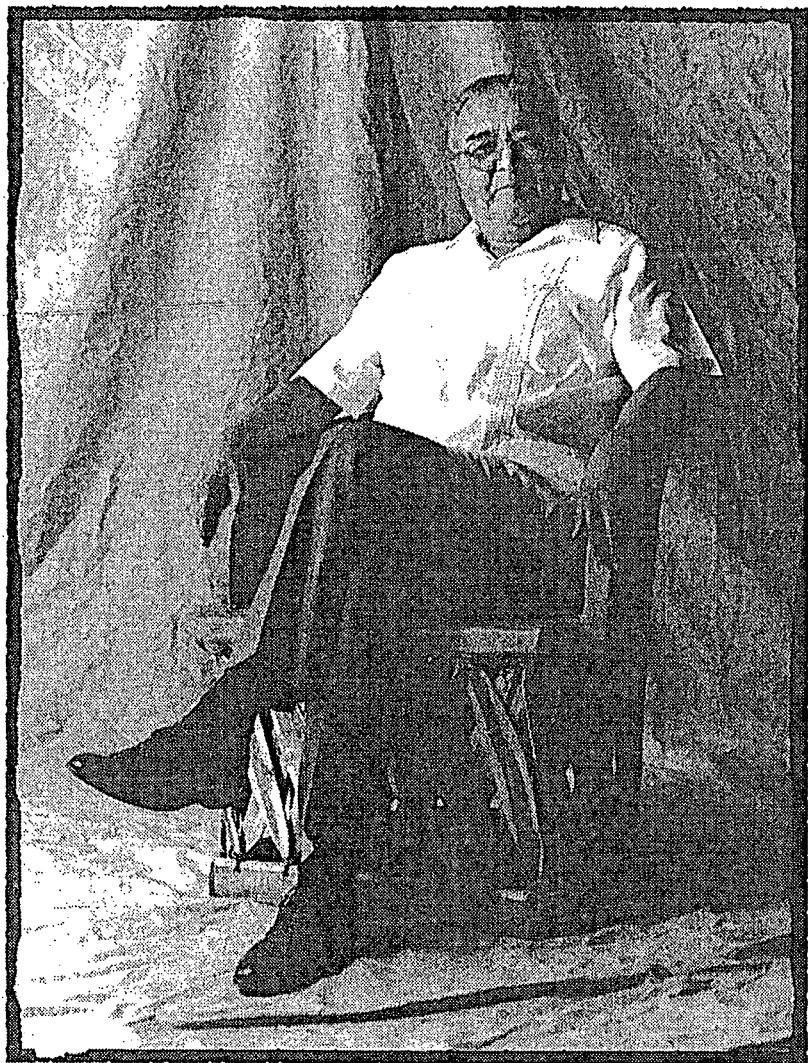
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DEDICATION

In memory of Dr. Julian Samora

1920 -1996



He served Latinos as a pioneer in rural studies.



Michigan State University
East Lansing, Michigan



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112 Paolucci Building • Michigan State University
East Lansing, MI 48824-1110 • (517) 432-1317 • Fax (517) 432-2221
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REFERENCE HIGHLIGHTS



RURAL LATINO OVERVIEW

General information

INDIVIDUAL & ORGANIZATIONAL RESOURCE LISTS



SPECIALISTS

SPECIALIZATIONS



BUSINESS & EDUCATIONAL RESOURCES

PUBLICATIONS & PAPERS









PUBLICATIONS BY JSRI SCHOLARS

Other publications by JSRI authors

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COORDINATOR'S MESSAGE



Rural Latino Resources includes background information on Latinos and brief abstracts of nearly 100 social scientists, researchers, and educators throughout North America. The specialists listed herein have expressed their willingness to be contacted on the topics and for services indicated in the guide.

This collection of information about leaders in this field is a result of our findings here at the **Julian Samora Research Institute**. Research by our scholars has shown that the demographic transformation of America has been most profound in rural areas where Latinos have settled in increasing numbers. Interest has been steadily growing in the area of Rural Latino Studies, but until this project, resources in this field have been scattered. As a Latino research institution, we at the **Julian Samora Research Institute** have taken it upon ourselves to develop a concise resource guide of recognized leaders in this field.

Rural Latino Resources has been arranged in several sections for added clarity. The first section contains a discussion of the current need to study this population, followed by a list of specialists and resources. The next section contains contact information and a detailed description of the past and current work of each specialist, listed alphabetically, with a breakdown by specialty of these individuals. The following section lists and details relevant resources on rural and Latino issues. Next is a list of relevant publications and other work produced by the *Rural Latino Resources'* members. The final section lists publications of those who have been or who are currently affiliated with the **Julian Samora Research Institute**.

Information for *Rural Latino Resources* was steadily accumulated until June 1997. A dynamic resource guide, our goal is that of continued growth. It is anticipated that this publication will grow rapidly like the field of Rural Latino Studies itself. We anticipate producing updated versions, especially for our home page: <http://www.jsri.msu.edu>.

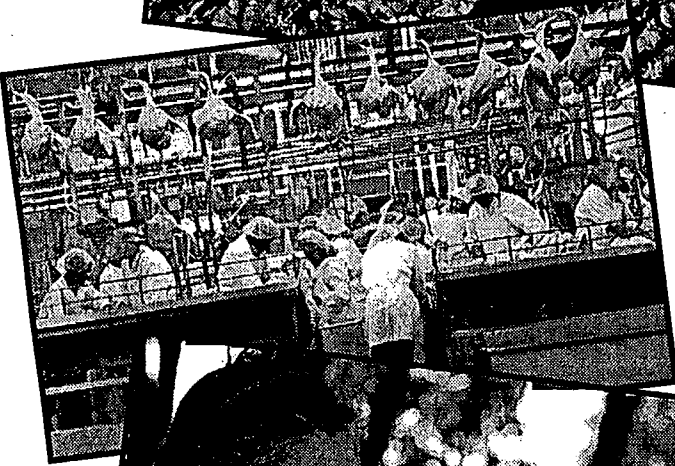
Finally, I would like to acknowledge several key individuals without whom I could not have compiled this resource guide. First and foremost, I would like to thank the members of the *Rural Latino Resources* themselves, for the time and effort they put into being a part of this project. I would also like to thank Danny Layne, computer specialist at **JSRI**, whose expertise was vital to the production of this guide.

If you have any specific questions that you would like to have answered prior to utilizing these resources, please contact **JSRI** via e-mail, phone, or fax.

Emily Marroquin

Emily Marroquin
Student Assistant
Julian Samora Research Institute





The Features and Roles of Rural Latinos

DIRECTOR'S OVERVIEW

By Refugio I. Rochín



Why Rural Latinos?

This publication is a resource and reference to specialists and organizations who address matters related to rural Latinos. It also brings attention to the growing importance of Latinos in rural areas. A section on references emphasizes the importance of looking beyond the rural Latino as primarily foreign-born, undocumented, migrant, and seasonal farmworkers, who are packed into impoverished "colonias." While there is some validity to these characterizations, these depictions tend to overlook other dimensions of rural Latinos. In particular, some of the many references point to rural Latinos as historic pioneers of agricultural systems, environmentalists, busi-

nessmen, service providers, owner-operators of farms, local leaders, and the fastest growing population of rural communities.

Perhaps the most important features of rural Latinos are related to their growing numbers and widespread settlement throughout rural America. According to the 1990 Census of Population, the nonmetropolitan population of Latinos grew by more than a half million between 1980 and 1990, an increase of 30%, from 1.8 million to 2.4 million Latino residents (see Table 1). Although Whites in general are much more likely to live in non-metro areas than minorities, the presence of Latinos in non-metro areas is increasing.

Table 1: NONMETRO POPULATION BY RACE AND ETHNICITY, 1980-1990

Race/ethnic group	Population		Share of U.S. group in nonmetro areas			
	1980	1990	Change 1980-90	Change 1980-90	1980	1990
	Thousands			Percent		
White	46,753	47,863	1,110	2.4	25.4	24.7
Minority	7,624	8,688	1,064	14.0	16.5	14.1
Black	4,770	4,923	153	3.2	18.0	16.4
Hispanic/Latino ¹	1,786	2,329	543	30.4	12.2	10.4
Native American ²	759	971	212	27.9	49.5	49.6
Asian	309	465	156	50.5	8.3	6.4

¹Hispanics can be of any race.

²Native Americans include American Indians, Eskimos, and Aleuts.

Source: 1980 and 1990 Censuses of Population.

Reported in USDA Agriculture Fact Book: 1996: Table 4-1, p. 52.



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In addition, the demographic diffusion of Latinos has brought both positive and negative fame to rural Latinos. Their newness and growth has been featured in the news of many rural towns. In several reports and in the research of academics (see the reference section), there is an apparent desire and need to improve the situations of rural Latinos and communities. All in all, this compendium of information will hopefully serve the resource needs and concerns of communities and rural Latinos nationwide.

"Rural Latinos"

Anyone who claims to be a "rural American" would be hard-pressed to define rural. Even Webster's Unabridged Dictionary doesn't narrow the meaning of rural to something less than "of or pertaining to the country," or "pertaining to agriculture." The federal government, however, is supposed to have programs and policies for "rural people and communities." So the U.S. Bureau of the Census defines "rural people" as those who live in counties outside the boundaries of metropolitan areas, as defined by the federal Office of

Management and Budget. Thus, "rural counties" include small cities (under 50,000 population), small towns, and open country. This is a very unsatisfactory definition of "rural" because a sizeable number of Latinos live in the so-called "urban counties" and they depend almost exclusively on agricultural jobs. In California, probably as many as a million agricultural/agro-industrial workers (some temporary and some full-time workers) live in metropolitan, "urban," counties. In California, the Census-defined "rural counties" are hardly-populated areas covering the mountainous and desert regions of the state. That is, the Census defined "rural counties" of California are not the agricultural areas. On the contrary, California's "metro counties" have the bulk of the states' farm production. So-called "urban counties" like Kern, Tulare, and Fresno, produce upwards of \$8 billion per year of farm products. Yet, the Census Bureau and Department of Agriculture define these counties as "metro." Thus, when someone says they are studying 'rural Latinos' with Census data, it would be wise to ask if the data incorporate agricultural workers of "metro counties."

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All combined, there were two million Latinos in nonmetro "rural" counties in 1990, a figure that ignores upwards of an additional one million Latinos who live in metro counties and work in rural-related occupations, like Latinos in California. Nationally, Latinos numbered 22.4 million in 1990, a substantial jump from 14.6 million U.S. Latinos in 1980.

The term "Latino" is a label of choice used by the Julian Samora Research Institute. "Latino" and "Latina" refer to male and female Americans who reside in the United States and who were born in or trace their background to the Spanish-speaking nations of Latin America. Often the term "Hispanic" is preferred over the term Latino. Both terms refer to the same group of people, only the term Hispanic is used more frequently by government institutions (e.g., the U.S. Bureau of the Census) and public entities like schools and social services.

It should be noted that the 1990 Census counted respondents of any race as Hispanics if they identified themselves as part of any of the following groups: Mexican, Mexican-American, Chicano, Puerto Rican, Nuyurican (of New York), Cuban, South and/or Central American, etc., that is, of Latin American origin, including

persons from Spanish-speaking countries of the Caribbean or from Spain. Notice that Brazilians of Latin America speak Portuguese and are of Portuguese descent. Since they are not of Spanish origin, they are not counted as Hispanic.

Latinos are not an easy group to describe or explain. "Latinos" are a very diverse population. They are heterogeneous in terms of race, nationality, and historical connection to life in the United States. The Spanish word for "mixed blood" is *mestizo*. Latinos are *mestizos* of different races, i.e. White, Black, Asian, and Native American. Latinos are also varied according to when they or their ancestors entered the United States. Some Latinos can trace their heritage to families that settled in the United States 500 years ago. Some Latinos are first generation, i.e., they immigrated to the U.S. Some can trace their family tree to Russia, Germany, and China. Thus, Latinos have a variety of last names which come from different parts of the world. Given the multiple generations of Latinos in America, not all speak Spanish and not all are Catholic or even religious for that matter. This diversity is often lost in the popular images of Latinos and consequently, Latinos are often treated as a monolithic group.

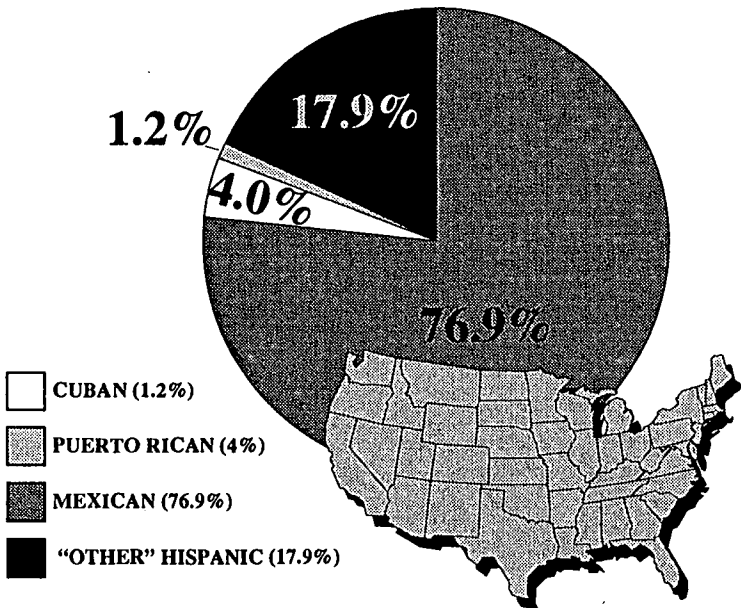


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On the other hand, many Latinos do have commonalities – most Latinos speak Spanish, have Spanish blood, mixed with Native American blood, and most are Catholic. On a whole, regardless of last name, family generation, heritage, etc., Latinos are often unified in terms of these factors.

Latinos arguably share some cultural values, such as those described by Gerardo and Barbara VanOss Marin (*Research With Hispanic Populations*, Sage Publications, 1991). According to Marin and Marin, Latinos tend to be relatively more “allocentric” (i.e. in-group oriented, not so individualistic); *simpático*, in terms of promot-

NATIONALITIES WITHIN RURAL HISPANIC POPULATION



In rural areas “Other” Hispanics are primarily “Hispanos,” or descendants of Southwest Spanish settlers; in urban areas “Other” Hispanics are predominantly Central and South American immigrants.

Source: Economic Research Service, U.S. Department of Agriculture



**Table 2: ILLUSTRATIVE DISTINCTIONS
BETWEEN RURAL AND URBAN
MEXICAN-AMERICANS, 1990**

	Non-Metro "RURAL"	Metro "URBAN"
Poverty Rates (%)		
1980	28.6	22.2
1990	34.1	24.9
Education (Age 25-34) <i>(1990, % with <high school)</i>		
Male	50.3	50.8
Female	41.5	45.9
Employed persons age 16-64, 1990		
<i>Percent in Agriculture</i>		
Male	21.5	9.3
Female	8.7	4.0
<i>Percent in Manufacturing</i>		
Male	18.4	22.5
Female	13.1	19.2
<i>Percent in Services</i>		
Male	13.5	19.6
Female	42.8	43.2
Median Household Income, 1990 (1989 dollars)		
1980	\$20,036	\$24,005
1990	\$17,328	\$24,700
Per Capita Income (1989 dollars)		
1980	\$5,895	\$7,140
1990	\$5,840	\$7,431
Immigrant Status (% in last 10 years) <i>(Of those employed in Agr., age 16-64)</i>		
1980	37.9	10.6
1990	39.1	13.4
Speak English, "Not well-not at all." <i>(Of those with less than high school, age 25-64)</i>		
1980	93.3	89.5
1990	90.1	84.4

Source: Effland and Kassel, *Hispanics in Rural America: The Influence of Immigration and Language on Economic Well-Being*, USDA/AER No. 731, Aug. 1996.



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ing smooth relationships; *familismo*-oriented, in terms of strong attachment to kindred group; *respetuoso*, in terms of recognizing seniority of elders and leaders; *compadres/comadres* or very close, in terms of interpersonal ties to special friends; and less time-oriented, in terms of strictly watching the clock for appointments.

Unique Socio-Economic Status and Conditions

There are several demographic and socio-economic conditions which tie rural Latinos together. Their economic status differs greatly from Whites or Anglos (see pp. 31-35) and, in some respects, from urban Latinos. Take for example the indicators for rural and urban Mexican-Americans, shown in Table 2.

As indicated, rural "non-metro" Mexican-Americans face much more poverty than their urban counterparts, 34.1 % compared to 24.9%. Rural Mexican-Americans, especially those employed in agriculture, have proportionally more foreign-born. Other features are shown in the Table.

In addition, a substantial majority of rural Latinos are of Mexican origin (76.9% in 1990) (Effland and Kassel). Rural Latinos also include Puerto Ricans (4.0%), Cubans (1.2%), and "other Hispanics" (17.9%). The last category refers largely to Central and South American immigrants in rural areas.

Latino Farms and Farmers

The U.S. Bureau of the Census defines a "farm" as any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the census year. Acreage designated as "land in farms" consists primarily of agricultural land used for crops, pasture, or grazing. According to the 1992 Census of Agriculture, Latinos operated 21,000 farms in 1992, an increase from the 17,500 farms in 1987. In addition, Latino land in farms reached 12.0 million acres in 1992 from a base of 8.4 million acres in 1987. Latino farms, in 1992, produced \$2.4 billion of agricultural products sold. These data are highlighted in Table 3.



Table 3: SELECTED CHARACTERISTICS OF FARMS OWNED AND OPERATED BY LATINOS, 1992 & 1987

	1992	1987
<i>Number of Farms</i>	20,956	17,476
<i>Land in Farms (acres)</i>	12,349,690	8,340,701
<i>Harvested Cropland (acres)</i>	1,836,951	1,148,619
<i>Number of Full Owners</i>	12,933	11,182
<i>(acres of owners)</i>	(3,964,787)	(2,745,808)
<i>Number of Part Owners</i>	5,254	3,828
<i>(acres of part owners)</i>	(6,285,987)	(3,999,069)
<i>Number of Tenants</i>	2,769	2,466
<i>(acres of tenants)</i>	(2,143,916)	(1,595,825)
<i>Total Market Value of</i>		
<i>Agricultural Products Sold</i>	\$2.4 billion	--
<i>From Crops</i>	\$1.4 billion	--
<i>From Livestock</i>	\$1.0 billion	--

Source: U.S. Census of Agriculture, 1992. Summary Data. Table 17, p. 23.

The number of Latino farms with sales of \$10,000 and over has increased in recent years, from 6,000 in 1987 to 8,000 in 1992. These numbers are small fractions compared to the million farms (over \$10,000 in sales, operated

by 1.9 million Whites in 1992). But by comparison, the number of Latino farms and operators outnumber those of African-Americans, Native Americans and Asian-Americans (not shown).

Table 4: THE FARM ENTREPRENEURIAL POPULATION, 1992-1994

(in Thousands)	<i>Latino</i>	<i>Black</i>	<i>U.S. Total</i>
1994	178	81	5,024
1993	129	78	4,862
1992	118	113	4,867

Source: USDA, *Agricultural Statistics, 1995-1996*, Table 536, p. ix-10.



Along with these figures it is important to note that the “farm entrepreneurial population” has grown with increasing numbers of Latinos while the Black numbers have shrunk. The “farm entrepreneurial population” consist of all persons in households where at least one member is employed primarily as a farm operator or manager and at least one member received farm self-employment income in the preceding year. These numbers are indicated in Table 4.

Self-Employed Rural Latinos

Since Latinos, especially Mexican-Americans, represent majorities in several rural communities, the economic development of such places could be tied to their own investments and entrepreneurs. Thus, where Latinos are the majority, we should expect the formation of Latino businesses contributing a valuable economic resource for the community in the form of employment, social capital (local networks of supporters) and tax revenue.

While there is little research to draw from at this stage, what little we know about self-employed rural Latinos is generally depressing. One, in communities where Latinos are the majority, there are

relatively few banks and financial support for business entrepreneurs. Two, rural native born Mexican-Americans are not trained or educated (on average) with business degrees which could promote outside finance on their behalf. Three, the businesses owned by local Mexican-Americans tend to be relatively small and appear to be developed in communities with relatively high unemployment. In other words, rural Mexican-Americans become self-employed when they are disadvantaged in terms of investment, education, and alternative jobs. In short, much work is needed to promote the businesses of Latino entrepreneurs. (References for the studies are available from Rochin and Saenz – both listed as Specialists).

Latino Farmworkers and Earnings

In 1994 an average of 779,000 persons (ages 15 and over) were employed per week for wages and salary on farms. These workers include persons hired directly by the farmer as well as those employed by farm labor contractors. The hired farm work force in 1994 was about 51% White, 42% Latino, and 8% Black and other. It is interesting to note that in 1992, just two years earlier, the

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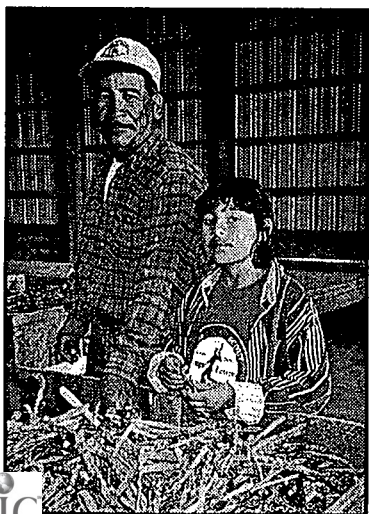
hired farm work force was about 60% White, 30% Latino, and 10% Black and other. By comparison, the 1994 U.S. wage and salary work force of 104 million persons, was about 76% White, 9% Latino, and 14% Black and other. Hence, Latino workers are contributing a relatively large and growing share of the labor hired on farms. Furthermore, Latino workers account for a large percentage of the hired labor in the regions of the Pacific states (72%), Southern Plains (47%), and Mountain states (37%).

In 1992, farm expenditures for hired and contract labor were reported in all states. About a million farms had expenditures amounting to about \$15.3 billion,

or about 12% total farm production expenditures. California, Florida, and Texas accounted for 38% of the farm labor expenditures. Farmers in these states almost exclusively employ Latinos.

In the U.S., the median weekly earnings of hired farmworkers are much lower than for all wage and salary workers. In 1994, hired farmworkers received median weekly earnings of \$238, about 60% of the \$400 per week received by all wage and salary workers. The wage gap has appeared to lessen since 1992. In 1992, hired farmworkers received median weekly earnings of 52% of the total workers. Nonetheless, Latino farmworkers, on average, only earn 60 cents for each dollar earned by non-farm hired-workers.

About 84% of the hired farmworkers in 1992 were male, compared with 52% for all wage and salary workers. These percentages have been consistent for several years. About 57% of the hired farmworkers were under 35 years of age and about 28% of the hired farmworkers were less than 25 years of age. In comparison, 45% of all U.S. wage and salary workers were under 35 and 17% were less than 25 years of age. (See reference by Runyan).





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Issues of Rural Latinos

There is growing concern that the economic well-being of rural communities is becoming increasingly changed by Latino residents. The Julian Samora Research Institute finds that communities with proportionately higher concentrations of Latinos tend to have greater poverty, lower median incomes, and smaller proportions of residents with high school or college degrees.

What gives rise to these conditions? Some studies have focused on immigration from Mexico and other parts of Latin America as the cause of these correlations. Some studies have connected Latino concentration to patterns of employment, i.e., certain types of farm and agro-industrial production appear to rely on assembly lines of Latino workers. Concomitantly, other questions abound: e.g., is it the increasing Latino population in a community that results in questionable socio-economic outcomes? Is it White flight from communities that results in a reduction of the economic base and a general decline in the viability of towns? Is the Latino population concentrated because of jobs designed for

them? Is the Latino population limited in economic opportunity because of the rise of immigrants from abroad, resulting in labor competition? Conversely, are Latinos giving rural towns a population revival, saving the communities from becoming ghost towns? Are Latinos adding culture and global awareness? Are Latinos more productive and filling important jobs? Are Latinos contributing to the revenues and financial viability of businesses?

At this time, there are few answers to these questions. However, California has been witness to the fastest growing concentrations of Latinos in rural places. Looking back in time, in 1950, rural communities in California were largely populated by non-Hispanic White persons. Beginning in 1970, and especially during the 1980's and 1990's, the White/Latino proportions changed dramatically, so that some places became almost completely composed of Latino residents. While Latinos were once numerical minorities within "barrios" of rural California communities, they are now becoming the numerical majorities in many locations. Will this pattern be spread throughout rural America?

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Issues of Rural Industrialization and Restructuring

This decade has been witness to an industrial shift from core sector employment to more secondary sector employment, and formal sector work to more informal sector work. The restructuring of agricultural labor can, therefore, be viewed as part of a general trend observed in industrial restructuring, in which production is becoming increasingly decentralized, contracted out to peripheral firms and operated by fewer non-unionized assembly processes of workers. Not only that, the fresh produce industry has evolved toward more globally networked agribusiness where temporal diversification dominates production decisions. Since fresh produce is highly perishable and labor intensive, workers are more vulnerable to quick changes in where and when a crop will be planted, harvested, and packaged. Workers may be needed by the hundreds for two weeks of work in, say, Salinas, and two other weeks in Imperial Valley, just for the lettuce cycle. There is evidence that rural communities are especially vulnerable to trends in restructuring because of labor mobility and the community's limited economic base, underutilized industrial plant and equipment, and rising numbers of

vacant and unattended housing. Since Latino workers are relatively active participants in agriculture, it is important to know how the globally integrated producers use and benefit these workers and their communities.

Issues of Latino Concentration

Latino concentration is increasingly evident in communities along the U.S.-Mexico border which are commonly called "colonias." In Texas, "colonias" arose from conditions that were "unzoned, unprotected squatter communities of campers, tents, and lean-to shelters; just one step away from being completely homeless." More recently, since the passage of the Immigration Reform and Control Act of 1986 and the enactment of NAFTA in 1992, the Texas "colonia" has evolved, according to the Texas Department of Human Services, into "rural and unincorporated sub-divisions characterized by substandard housing, inadequate plumbing and sewage disposal systems, and inadequate access to clean water. They are highly concentrated poverty pockets that are physically and legally isolated from neighboring cities. Most "colonia" residents are of Mexican descent and speak Spanish as their primary language in the home."



In other border states, including New Mexico, Arizona, and California, the same conditions prevail as found in Texas. In California, however, the conditions of "colonias" have spread to the interior of the state, in particular the central valley counties ranging from the north of Sacramento to the south of Tulare, Fresno, and Kern. Here, "colonias" are characterized by farmworker, agribusiness laborers who settle and buy local homes. What's more, as Latino concentration has increased, attributed to the availability of homes and agricultural work, there is a process of White exodus. That is, there is an absolute decline in the number of White, Anglo residents. This exodus appears to coincide with the influx and settlement of Latino workers.

Latino population growth is seen to fill jobs, fill houses, expand the consumer base, and rebuild a waning population *or* form a population base to keep cities from disappearing. On the other hand, Latino population growth in rural areas is blamed for deterioration of neighborhoods, declining real earnings through wage competition and for the incentives leading to further restructuring, both in agriculture and manufacturing. According to

the subordination thesis, increasing minority population can accentuate competition for particular jobs, so that minority workers are more easily exploited as a source of cheap labor. Such a perspective is consistent with a neoclassical economic view of labor supply and demand, that a constantly increasing supply of low-wage labor lowers wages for both new and established migrants. As a result, immigration has been blamed for the low earnings and unstable employment of rural Latinos.

Recent studies have shown that Latino concentration can have negative effects on local communities, slightly increasing under-employment, poverty, and public assistance use, although raising mean incomes. In other words, the employment opportunities and earnings of low-skill workers are slightly reduced with increased Latino concentration, although the prospects for economic growth of the community as a whole (especially those who can take advantage of cheap and abundant labor) are increased.

Related Issues of Non-Latinos

In rural America, White people's reactions to increased Mexican immigration have historically

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brought about two trends, both with negative implications: first, social divisions based on ethnicity, and second, White flight. Several case studies show evidence that established White residents often do not recognize Latinos as part of their community and do not associate Latino needs in community development efforts. Ethnic and class divisions between local White elites and Latinos have resulted in fractured communities, within which the traditional White elite has tried to develop the local economy not through residents' demands for social equity, but through residential and economic segregation.

Furthermore, there is reason to believe that White exodus from many of the rural places where Latinos are settling is due, at least in part, to anti-immigrant, anti-Latino, or anti-farmworker feelings. Rural community news articles point to increased ethnic conflict between Whites and Latinos, as the Latino population increases in size. In some communities, the White population seems to leave as the Latino population moves in, especially in old neighborhoods. What follows are distinct ethnic neighborhoods, with most of the community resources invested in the White side of town, and conflicts erupting with

charges of racism and discrimination. Furthermore, the hypothesis that increasing minority representation in a place encourages out-migration of majority group members is not new. "White flight" from urban areas has been consistently blamed on Whites' fear of integration with Blacks, and their fear that property values will decline with greater numbers of minority residents.

Latinos in the Heartland

Although Latinos have been concentrated in the Southwest for centuries, a substantial number have moved into the Midwest since the turn of the century. But in the last decade, according to JSRI reports, Latinos made up the majority of the Midwest population growth in the 1980's, making up for the region's declining non-Hispanic White population.

Multiple case studies have recently documented the dramatic impacts of Latino settlement in Midwest rural communities. These studies concur that communities are experiencing a form of Mexicanization or Latinization as the population gains in Latino residents. The distribution of Latinos is not uniform and spread out across all places. It occurs in communities where packing plants and



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new forms of agribusiness processing have generated a demand for labor. These studies also point out that rural communities with Latinization have not been prepared for the increasing demands for housing, schooling, diverse cultural interests and public services. Furthermore, local, state, and federal government policies have been enacted in response to these changes, some with questionable objectives. While some studies are alerting us to certain issues, we need to know much more about the full extent to which Latino settlement is occurring and the implications of these trends.

Issues of Midwest Agro-Industrial Employment

While Midwest Latinos work in many different industries, and still work as migrant and seasonal farm workers, a major new magnet that is attracting larger numbers of Latino migrants to rural areas is the restructuring of the meatpacking industry. Large scale meat processors, such as Monfort, Swift Amour, and IBP, Inc., offer year-round jobs that pay at least \$6 an hour — much higher and more stable earnings than are possible as seasonal farm workers. Jobs at these meatpacking plants are attractive to Latinos. Spanish speaking is not a

problem and there is relatively little local competition for many of these routine and unpleasant jobs. However, industrial restructuring is characterized by assembly line processes which are labor intensive but demanding in quality and consistency of performance. Rarely do the plants close down as workers and machines operate in a steady cadence of more output,



less waste and little down-time in processing. Related to these labor intensive operations are increases in local service sector jobs, as workers settle with their families and tend to bring children in larger numbers into schools, recreational programs or downtowns. Agribusiness restructuring also includes greater integration of farms into the assembly line

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process as contracts are aligned for the essential raw inputs of cattle, pigs, turkeys, and chickens. There is a noted shift from owner-operated farms to farmers who are assembled by contracts. All of these systems are employing Latino workers.

Labor recruitment, especially of immigrants and Latinos, has been local-initiated in response to labor shortages and increasing competition. By de-skilling operations, and seeking low-wage labor (i.e., immigrants, Latinos, and women), labor costs have been kept relatively low.

Employment and Community Development Issues

Population growth resulting from the installation of new meatpacking plants has brought many positive economic outcomes for rural places, such as a stable market for beef sales, growth in local business, a strengthening of community organizations, revitalization of local schools, and an expanded tax base. However, it has also brought new problems. Meatpacking creates unusually high population mobility. The work is difficult, unpleasant, and dangerous, and the job hierarchy is relatively flat. Some plants dis-

health benefits, which are usually only offered after the first six months of employment. Turnover is, therefore, very high, as workers have a hard time staying at the job for a long period of time due to illness, injury, problems with pressure from management, economic insecurity, and dislike of the job. Plants constantly recruit and hire new workers to fill vacancies, so there is a stream of newcomers to the host communities. Because poultry and meatpacking plants keep searching for labor, and because they attract the most financially needy workers, poverty and correlates of poverty are increased.

Places undergoing this rapid turnover have had to confront sudden demands for housing, education, health care, social services, and crime prevention. In most of these places, available housing has been inadequate, overcrowded, and dangerous. Lack of health insurance for Latino workers and difficulties in affording co-payments among the insured, have led to large inadequate prenatal care, problems with tuberculosis, gaps in child immunization, and deficient dental care. Related increases in school enrollments have brought about the need for bilingual and ESL instruction. However, it is



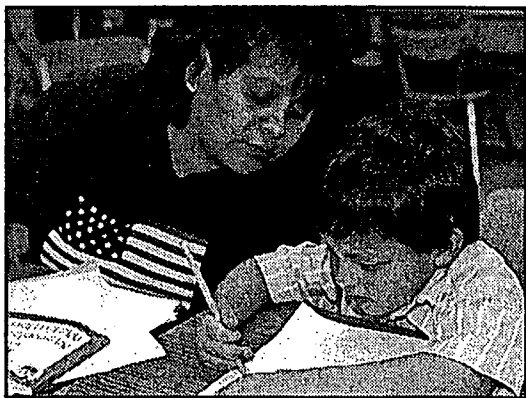
OVERVIEW

difficult to find and attract qualified bilingual teachers to remote places. Latino teenagers find it especially difficult to gain enough English skills or social confidence to be successful in high school, and so have problems with truancy, pregnancy, dropping out, and gang development, implying worsening conditions for future generations. School turnover is relatively high in meatpacking towns, paralleling that of the plants. Language translation has become an expensive issue for courts, schools, and social service providers.

The Need for New Perspectives

Until recently, rural communities have not been studied in terms of the ethnicity and Latino concentration of residents. Emerging research is showing that, contrary to popular opinion, increasing Latino population is not predictably the cause of the lower socio-economic conditions in communities with higher percentages of Latinos. It

is increasingly evident that the loss of the non-Latino population has more to do with the relationship between community ethnicity and declining socio-economic well-being. Loss of non-Latino population usually means loss of better-educated, higher earning residents. Loss in non-Latinos in the communities of rural California, for example, translated into higher concentration rates of Latinos in the same communities. Because Latinos are moving into most communities, their growth is not necessarily a cause of poorer conditions. Instead, the decline takes place where communities experience exodus of the better-paid White workers. Hence, where Latinos settle is not the issue of most immediate concern, it is where non-Latinos leave from and go to that is the bigger concern.



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Latino concentration need not bring about ethnic tensions, but there are, nonetheless, negative feelings of established residents. One article in the *Daily Globe*, a newspaper in Worthington, Minn., found that an overwhelming majority of residents surveyed felt that the influx of Latinos into their community had not been good for the community, and many made shockingly racist comments about the newcomers. Unlike California, where settled Latinos often provide services to newcomers and where immigrants are segregated in particular towns or parts of cities, immigrant meatpacking workers in the Midwest often obtain services from non-Hispanic providers, making them more visible in their communities. Nonetheless, changes in local culture due to Latino settlement can be seen as positive — adding diversity and international flavor to the community, or as enhancing culture dimensions of the community. Moreover, Latino integration can add value to the economic base of their towns.

For the most part, neither the industries that are attracting Latinos to rural America, nor the communities that house the workers, have planned sufficiently for the integration of the new Latino settlers.

In general, throughout the nation, policies with regard to Latinos have been reactive rather than pro-active, and they continue to be so. Agri-business plants make little attempt to prepare places for the changes that they can expect, or to encourage development of proactive policies and programs. Some communities have tried to prepare for changes in their communities prior to the installation of a new processing plant. In Garden City, Kansas, for example, a ministerial alliance began a public education program when negative rumors started circulating about refugees who began arriving in the 1980's. Because of such efforts, newcomers were at least tolerated by most established residents, although it is less certain whether they have been integrated into the community. Lexington, Nebraska hired consultants to estimate housing needs for the new population expected from the installation of a new meatpacking plant. However, this need was drastically underestimated, due to the plant's low projections of worker turnover and non-local hirings. In general, proactive policy can help if planned for.



A Resource for Rural Latinos

Here at the Julian Samora Research Institute, we have taken the lead in documenting the nations' Latinization of rural places, especially with regard to communities in California, Texas, Michigan, Minnesota, Iowa, Pennsylvania, Nebraska, and Kansas. We are looking for collaboration from other researchers to address the wide range of issues and concerns. We are particularly interested in hearing from community leaders, especially from the Latino population, to give us a sense of the situation of increasing rural Latinization. In order to speed this process along, we invite our readers to share whatever ideas and suggestions they have that relate to rural Latinos. Please call (517) 432-1317 or send a message via the JSRI web server: <http://www.jsri.msu.edu>.

Our future is best served by better knowledge, informed understanding, and enhanced communication.

Refugio I. Rochín

*Rural Latino Resources Project Leader
(Special appreciation to Elaine Allensworth,
Ph.D. candidate in Sociology, MSU, who
assisted with the details of above.)*

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The Julian Samora Research Institute is the Midwest's premier policy research and outreach center to the Hispanic community. The Institute's mission includes:

- *Generation of a program of research and evaluation to examine the social, economic, educational, and political condition of Latino communities.*
- *Transmission of research finding to academic institutions, government officials, community leaders, and private sector executives through publications, public policy seminars, workshops, and consultations.*
- *Provision of technical expertise and support to Latino communities in an effort to develop policy responses to local problems.*
- *Development of Latino faculty, including support for the development of curriculum and scholarship for Chicano/Latino Studies.*



Familia Sibrian y Lopez of Texas in Michigan, June 1997.

RURAL FACTS & LATINO BENCHMARKS



From L.L. Swanson, Aug., 1996, U.S. Agricultural Economic Report No. 731

POVERTY RATES BY RACE/ETHNICITY, 1980-90

	1980	1990
Rural*		
Hispanic	27.2	32.1
Mexican-American	28.6	34.1
Non-Hispanic White	12.5	13.2
Black	38.6	40.1
Native American	33.9	37.7
Urban		
Hispanic	22.8	24.1
Mexican-American	22.2	24.9

*Rural is defined as those areas outside metropolitan boundaries and is equivalent to nonmetropolitan; urban is equivalent to metropolitan.

Source: Compiled by Economic Research Service from Public Use Microdata Samples, 1980 and 1990 Census.

RURAL MEXICAN-AMERICAN IMMIGRATION, 1980-90

	1980	1990
		<i>percent</i>
Immigrant	8.6	11.3
Speak English (age 5+)		
<i>At Home</i>	22.1	23.4
<i>Well, very well</i>	61.1	60.2
<i>Not well, not at all</i>	16.8	16.5
Employed in agriculture (age 16-64)	15.7	16.1

*Rural is defined as those areas outside metropolitan boundaries and is equivalent to nonmetropolitan; urban is equivalent to metropolitan.

Source: Compiled by Economic Research Service from Public Use Microdata Samples, 1980 and 1990

Census.



RURAL FACTS & LATINO BENCHMARKS

From L.L. Swanson, Aug., 1996, U.S. Agricultural Economic Report No. 731

FAMILY & HOUSEHOLD CHARACTERISTICS, 1980-90

	RURAL*			URBAN
	HISPANIC	WHITE	BLACK	HISPANIC
1980**				
Median HH Income	\$17,328	\$24,200	\$12,927	\$24,700
Per Capita Income	\$5,840	\$9,506	\$5,904	\$7,431
Average HH Size	3.7	2.5	3.0	4.0
1990				
Median HH Income	\$20,036	\$24,681	\$13,603	\$24,005
Per Capita Income	\$5,895	\$10,683	\$5,414	\$7,140
Average HH Size	3.9	2.7	3.4	3.9

*Rural is defined as those areas outside metropolitan boundaries and is equivalent to nonmetropolitan; urban is equivalent to metropolitan.

**Income items converted to 1989 dollars using the Personal Consumption Expenditure Index.

Source: Compiled by Economic Research Service from Public Use Microdata Samples, 1980 and 1990 Census.

LABOR FORCE & UNEMPLOYMENT RATES FOR PERSONS AGE 18-65, 1980-90

	RURAL*			URBAN
	HISPANIC	WHITE	BLACK	HISPANIC
1980 [MEN]				
Labor Force Participation	86.7	86.9	77.2	89.1
Unemployment	7.9	6.4	10.1	8.3
1980 [WOMEN]				
Labor Force Participation	48.1	56.1	59.0	55.5
Unemployment	11.7	6.5	12.0	9.5
1990 [MEN]				
Labor Force Participation	86.8	85.8	77.6	88.8
Unemployment	10.9	5.8	12.9	9.1
1990 [WOMEN]				
Labor Force Participation	55.9	66.5	65.6	61.8
Unemployment	13.9	5.8	13.6	11.1

*Rural is defined as those areas outside metropolitan boundaries and is equivalent to nonmetropolitan; urban is equivalent to metropolitan.

Source: Compiled by Economic Research Service from Public Use Microdata Samples, 1980 and 1990 Census.

RURAL FACTS & LATINO BENCHMARKS



GROWTH, COMPOSITION, AND DISTRIBUTION

1. The Latino population grew rapidly over the last two decades and projections suggest rapid growth may continue well into the 21st Century. There were 27 million Hispanics in 1995; 22.4 million in 1990; 14.6 million in 1980; 9.1 million in 1970.

2. The Latino population grew seven times as fast as the rest of the Nation's population during the 1980's and almost that fast during the 1970's. Higher birth rates, youth, and immigration add to Latino growth.

3. Nearly one in 10 Americans in 1990 was Latino, but one of every five may be Latino by the year 2050. In the next decade, as soon as 2005, the Latino population is expected to emerge as the largest U.S. minority, outnumbering African-Americans.

4. Latinos trace their origins to Mexico (64%), Puerto Rico (17%), Cuba (4%), the

Dominican Republic (2%), the Spanish-speaking countries of Central and South America (14%), and Spain.

5. Latinos are geographically concentrated in a few states: California (10 million), Texas (5.3 million), New York (2.4 million), Florida (2.1 million), Illinois (1.2 million), New Jersey (1 million), Arizona (0.9 million), New Mexico (0.6 million).

6. Although Latinos were 9% of the Nation's population in 1990, they were 9% or more of the population in nine states: New Mexico (38%), Texas (26%), California (26%), Arizona (19%), Colorado (13%), Florida (12%), New York (12%), Nevada (10%), New Jersey (10%).

7. Just as Latinos are geographically concentrated in certain states, they are also concentrated in a few metropolitan areas. Los Angeles - Anaheim - Riverside (6.4 million) New York - N. J. - Long Island (3.2 million).



RURAL FACTS & LATINO BENCHMARKS

AGE

8. The median age of Hispanics was 10 years less than that of non-Hispanic Whites, 26 years vs. 36 years, in 1990.

9. The Latino population has proportionately more children and fewer elderly than does the rest of the Nation's population. Thirty-eight percent of Latinos were younger than 19 years of age vs. 24% of non-Latino White. Five percent of Latinos were 65 years or older vs. 14% of non-Latino White.

EDUCATIONAL ATTAINMENT

10. Latinos made gains in college admission during the last few years, but a lower proportion of Latino high school graduates attend college than non-Latino high school graduates. In 1990, only 7.5% of the Latino population over age 25 had at least a college degree vs. 19.3% for non-Latinos.

11. Young Latino adults, in general, are better educated than older Latinos. Sixty percent of Latinos 25-34 years old had high school diploma vs. 37% of older Latinos.

12. The number of Latinos enrolled in college increased between 1980 and 1994. But there were differences among Latinos in 1990. Mexican-Americans (25 years and older) had only 5.9% with college degrees; Puerto Ricans (8.0%); Cubans (16.5%); Central/South Americans (15.2%); other (15.1%).

13. The number of doctoral degrees earned by Latinos has increased since 1981, rising from 460 (8.3% of the total doctoral degrees earned by minority groups members) to 680 in 1985, 730 in 1991, 810 in 1992, and 830 in 1993 (9.2% of the total earned by minority group members). Asians lead American Indians, Blacks, and Latinos/Hispanics with doctoral degrees. (Source: U.S. Department of Education)

RURAL FACTS & LATINO BENCHMARKS



LABOR FORCE AND OCCUPATION

14. Over seven in 10 Latino males are in the paid labor force. Hispanic males have a higher labor-force participation rate than non-Hispanic males. Seventy-eight percent vs. 73%. Mexican males have 80%.

15. Hispanic females were more likely than Hispanic males to be in managerial and professional specialty occupations. But Latinas earn less on average than Latinos in most occupations.

16. Hispanic males and females were more likely to be engaged in low-paying, less-stable, and more hazardous occupations than non-Hispanics.

17. Latinos are at higher risk of being displaced because they tend to work in slow — or declining — growth industries such as manufacturing, agriculture, and construction. “Displaced workers” are persons 20 years and older who “lost or left a job due to plant or company closings or moves, slack work, or the abolishment of their positions or shifts.”

LANGUAGE AND NATIVITY

18. In 1990, nearly 32 million persons, five years and older, spoke a language other than English at home. Over 35% of Latinos, mostly first generation, speak Spanish at home. Recent Latino immigrants exhibit a much lower degree of English proficiency than other immigrants.

19. In 1990, over seven million foreign-born persons residing in the United States were born in Mexico and Latin America; this constituted 37% of all U.S. foreign born.

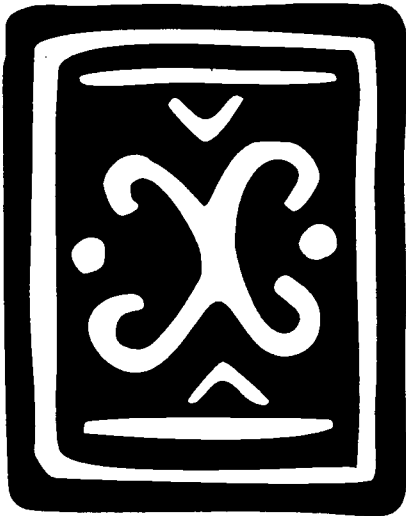
20. Nearly four in ten Latinos were born outside the United States. Nearly 3.5 million legal immigrants came from Mexico and Latin America in the 1980's.

21. The largest number of foreign born persons came from Mexico (4.3 million people). Over 700,000 were born in Cuba, El Salvador, and Guatemala.



RURAL LATINO RESOURCES

*INDIVIDUAL AND ORGANIZATIONAL
RESOURCE LISTS*





RESOURCE LISTS

SPECIALISTS

Maria del Carmen Aguáyo
Rafael Alarcon
M. Gene Aldridge
Susan C. Aldridge
Elaine M. Allensworth
Jaime V. Altamirano
Joseph A. Amato
María Eugenia Anguiano Telléz
Robert Aponte
Daniel D. Arreola
Tomas Atencio
Kathryn Azevedo
Bonnie Bade
Gregorio Billikopf Encina
Brenda J. Bright
Bea V. Calo
Jorge Chapa
Manuel Chavez
Alfonso Andrés Cortez Lara
Altha Cravey
Jeff R. Crump
Adela de la Torre
Thomas J. Durant, Jr.
Charles D. Eadie
Anne B.W. Effland
Javier Mario Ekboir
Enrique E. Figueroa
Jill Findeis
Deborah Fink
Jan L. Flora
Guadalupe Friaz
Erasmus Gamboa
Victor Q. Garcia
Tesfa G. Gebremédhin
Alberto Godinez-Plascencia
Juan L. Gonzales, Jr.
Lourdes Gouveia
Sherri L. Grasmuck
James I. Grieshop
Camille Guerin-Gonzales
Douglas B. Gwynn
Jampton
A. Heiderson

Josiah Heyman
Pierrette Hondagneu-Sotelo
Roger Horowitz
Hayward Derrick Horton
Leif Jensen
Fred Krissman
David Jané Kyle
Susana Lastarria-Cornhiel
Edgar Leon
Daniel T. Lichter
Elias S. Lopez
Linda C. Majka
Theo J. Majka
Daniel Melero Malpica
Juan Martinez
Philip L. Martin
Emilia E. Martinez-Brawley
Ann V. Millard
Libby V. Morris
Ed A. Muñoz
Nancy A. Naples
Lucila Nerenberg
Gerardo Otero
Carlos J. Palacios
Juan-Vicente Palerm
Jeffery S. Passel
Devón G. Peña
Julie Leininger Pycior
Jaime H. Rivera
José A. Rivera
Refugio I. Rochín
Brenda M. Romero
Eunice Romero-Gwynn
Rene Perez Rosenbaum
Gil Rosenberg
Rubén G. Rumbaut
Rogelio Saenz
Sonya Salamon
Michael D. Schulman
Denise A. Segura
Marcelo E. Siles
Doris P. Slesinger
Joseph Spielberg Benitez

RESOURCE LISTS



Peter L. Stenberg
J. Edward Taylor
Ann R. Tickamyer
Sylvia Tijerina
Cruz C. Torres
Rosario Torres Raines
Dennis Nodin Valdes
Abel Valenzuela, Jr.
Baldemar Velasquez
Francisco A. Villarruel
Arcadio Viveros
David V. Youmans

ORGANIZATIONS

American Agricultural Economics Association
Applied Rural Telecommunications Information (AeRie) Home Page
Association of Borderlands Scholars
Business Association of Latin American Studies (BALAS)
Chicano Database
Chicano Latino Affairs Council (CLAC)
CLNET: Building Chicana/o & Latina/o Communities Through Networking
Colonias Program Home Page
Community Development Society
Farm Foundation
Farm Labor Organizing Committee (FLOC)
Hispanic Association of Colleges & Universities (HACU)
Hispanic Business & Home Page
Hispanic Experts Database/Minority Experts Database & Home Page
Inter-University Program for Latino Research (IUPLR) & Home Page
Iowa Commission on Latino Affairs
Institute for Latin American Advancement (LCLAA)
Latino Studies Journal
Mexican American Legal Defense & Educational Fund, Inc. (MALDEF)
Michigan Commission on Spanish Speaking Affairs (COSSA)
Midwest Consortium for Latino Research (MCLR)
Midwest Migrant Health Information Office
Migrant Health Services Directory (MHSD)
Migrant Labor Database
National Coalition of Hispanic Health & Human Services (COSSMHO)
National Council of La Raza
National Hispanic Council on Aging (NHCaA)
North American Program
North Central Regional Center for Rural Development & Home Page
Northeast Regional Center for Rural Development & Home Page
Rural Development Council of Michigan (RCDM)
Rural Information Center Health Service (RICHS)
Rural Information Center (RIC) & Home Page
Rural Migration News & Home Page
Rural Opportunities, Inc.
Rural Policy Research Institute (RUPRI) & Home Page
Rural Poverty Directory
Rural Sociological Society (RSS)
Southern Rural Development Center & Home Page
The Farm Labor Education Center
United Farm Workers of America, AFL-CIO
Western Rural Development Center & Home Page
Who's Who Among Hispanic Americans Directory & Home Page



RURAL LATINO RESOURCES

SPECIALISTS

*ALPHABETICAL
BY LAST NAME*





MARIA DEL CARMEN AGUAYO *M.S., Oklahoma State University*
Oklahoma State University
Department of Agricultural Economics
71 S. University Pl. #6
Stillwater, OK 74075

Phone: (405) 744-1521

Rural Latin America, Agricultural Economics, Trade Policy

Maria del Carmen Aguayo is in the Department of Agricultural Economics at Oklahoma State University. She has done research in the areas of Latin American agriculture and international trade. In addition, she has served as an economic analyst in a variety of institutions and as a policy analyst in the Ministry of Agriculture.

RAFAEL ALARCON *Doctoral Candidate, UC-Berkeley*
University of California, San Diego
Center for U.S.-Mexican Studies
La Jolla, CA 92093-0510

Phone: (619) 534-4503 **FAX:** (619) 534-6447

E-Mail: ralarcon@weber.ucsd.edu

Latin American Immigration to the United States, Immigration Policy

Rafael Alarcon is a Doctoral Candidate and Visiting Research Fellow at the University of California, San Diego. His research has covered many topics, from the settlement of Mexicans in the United States, to the impacts of various policy measures affecting immigrants.



M. GENE ALDRIDGE

M.A.

World Marketing, Inc.
CEO, Int. Marketing Communication
2401 Nieve Lane
Las Cruces, NM 88005

Phone: (505) 523-8800

FAX: (505) 523-8800

E-Mail: gsaldridge@aol.com

U.S.-Mexico Border Studies, Health, Demographics, Migration, Rural Elderly, Southern/Southwestern Latinos, Mass Communication, Marketing Research

M. Gene Aldridge has published various articles on the elderly in the Southwest and along the U.S.-Mexico border. His current research involves the study of rural elderly along the border including health profiles, demographic data, migration patterns, and life satisfaction.

SUSAN C. ALDRIDGE

Ph.D.

World Marketing, Inc.
Int. Marketing Communication
2401 Nieve Lane
Las Cruces, NM 88005

Phone: (505) 523-8800

FAX: (505) 523-8800

E-Mail: gsaldridge@aol.com

U.S.-Mexico Border Studies, Health, Demographics, Migration, Rural Elderly, Aging, Health Policy, Southern/Southwestern Latinos, Public Admin Management

Susan C. Aldridge has done extensive research involving older adults residing in rural communities along the U.S.-Mexico border. Her scholarly work involves areas of New Mexico, Texas, and Mexico.

**ELAINE M. ALLENSWORTH***Doctoral Candidate, MSU*

Michigan State University
Research Asst., Department of Sociology/JSRI
112 Paolucci Building
East Lansing, MI 48824-1110

Phone: (517) 353-0874**FAX:** (517) 432-2221**E-Mail:** elaine.allensworth@ssc.msu.edu*Sociology, California Latinos, Immigration, Labor Markets, Education*

Elaine M. Allensworth is a Graduate Research Assistant at the Julian Samora Research Institute and is in the Department of Sociology at MSU. Her past work has a rural California Latinos emphasis; she is researching the changing ethnic composition and economic health of agricultural communities in California's large Latino populations.

JAIME V. ALTAMIRANO*M.D., MPH*

Epidemiologist: MDCH/BIDC
3500 N. Logan
Lansing, MI 48909

Phone: (517) 335-8175**FAX:** (517) 335-8121**E-Mail:** altamiranoj@state.mi.us*Epidemiology, Outreach*

Jaime V. Altamirano is currently the liaison of minority health issues to the Bureau for the Michigan Department of Community Health/ BIDC/Disease Surveillance.



JOSEPH A. AMATO

Ph.D., Rochester University

Southwest State University
Director of Regional Studies
1501 State St.
Marshall, MN 56258

Phone: (507) 537-6295

FAX: (507) 537-7154

Immigration, Migration, Midwestern Latinos, History

Joseph A. Amato is the Director of Regional Studies and Professor of History at Southwest State University. He has published numerous scholarly works on European culture and history. His current research involves recent Mexican and Mexican-American immigrants and the meat packing industry in Southwestern Minnesota.

MARÍA EUGENIA ANGUIANO TELLÉZ *Ph.D., El Colegio de México*

El Colegio de la Frontera Norte
Gen. Director of Academic Affairs
P.O. Box L
Chula Vista, CA 91912

Phone: 01152 (66) 13-3555

FAX: 01152 (66) 13-3065

Internal & International Migration, Agriculture, Sociological Research Methods

María Eugenia Anguiano Telléz is the General Director for Academic Affairs at El Colegio de la Frontera Norte. She has published extensively on the subjects of migrant rights and migration within Mexico. In addition, she has researched the intersections of migration and agriculture.

**ROBERT APONTE***Ph.D., University of Chicago*

Michigan State University
Research Associate, JSRI
112 Paolucci Bldg.
East Lansing, MI 48824-1110

Phone: (517) 432-1317**FAX:** (517) 432-2221**E-Mail:** aponte@pilot.msu.edu

Poverty Research, Social Demography, Social Policy, Midwestern Latinos, Urban Studies, Latina/o Studies, Race and Ethnicity

Robert Aponte is a Research Associate of the Julian Samora Research Institute. He has published extensively on urban issues including urban Hispanics and poverty. In addition, he has produced scholarly work on the growing Latino population of the Midwest.

DANIEL D. ARREOLA*Ph.D., UCLA*

Arizona State University, Professor, Department of Geography
Box 87014
Tempe, AZ 85287-0104

Phone: (602) 965-4794**FAX:** (602) 965-8313**E-Mail:** atdda@asuvm.inre.asu.edu

Landscapes, Urban and Regional Cultural Geography, U.S.-Mexico Border Studies

Daniel D. Arreola is Professor of Cultural Landscape Studies of the Mexican Borderlands at ASU. His numerous scholarly works cover topics ranging from the geography of South Texas to the tourist districts of Mexican border cities. He has also served on the editorial boards of two leading geography journals and is presently the editor for a regional geography association.

**TOMAS ATENCIO***Ph.D.*

University of New Mexico
Sociology Department
Albuquerque, NM 87131

Phone: (505) 277-2501**FAX:** (505) 246-9446**E-Mail:** tatencio@unm.edu*Rural Southwest, Rural Policy*

Tomas Atencio is in the Department of Sociology at the University of New Mexico. His work has dealt with telecommunications connecting rural villages, with an emphasis on rural Chicanos. He is currently involved with Siete del Norte, a community development corporation with whom he is developing a rural policy institute that addresses both Chicano and Native American issues in the northern New Mexico area.

KATHRYN AZEVEDO*Doctoral Candidate, UC-Irvine*

University of California-Irvine
3151 Social Science Plaza
Irvine, CA 92687-5100

Phone: (714) 856-9734**E-Mail:** kazevedo@orion.oac.uci.edu*Medical Social Science, Farmworkers, Health*

Kathryn Azevedo is a Doctoral Candidate in Anthropology and Sociology with an emphasis on medical social science at UC-Irvine. She has been a health educator, lab assistant, and field researcher and is a certified phlebotomist. Her current research examines how macro-level political and economic structures and processes determine varying patterns of access to medical services among farmworkers.

**BONNIE BADE***Ph.D., UC-Riverside*

California State University-San Marcos
Asst. Prof., College of Arts & Sciences, Liberal Studies Program
San Marcos, CA 92096-0001

Phone: (619) 750-4124**FAX:** (619) 750-4111**E-Mail:** bbade@mailhost1.csusm.edu

Cultural Anthropology, Medical Anthropology, Farmworkers, Migration, Health, Rural Latin America, Women

Bonnie Bade is a Cultural and Medical Anthropologist whose research focuses on indigenous medicine, transnational migration, and health service utilization patterns. Ongoing research includes pre-Columbian Mesoamerican history, mythology and iconography, health care practices of indigenous migrants, Mixtec women, and changing gender roles.

GREGORIO BILLIKOPF ENCINA*M.A.*

University of California-Modesto
Farm Advisor, Ag. Extension
733 County Center 3
Modesto, CA 95355-4492

Phone: (209) 525-6654**FAX:** (209) 525-4969**E-Mail:** gebillikopf@ucdavis.edu

Agricultural Labor & Conflict Management, Migrant Ed, Farm Worker Training

Gregorio Billikopf Encina is a Farm Advisor at the USC-Modesto Agricultural Extension. He has worked extensively with farm managers from a wide variety of commodities and given numerous presentations on labor management. He also worked in the areas of migrant education and developed a training program that was used as a California model.



BRENDA J. BRIGHT

Ph.D.

Dartmouth College
Latin American & Caribbean Studies
Hanover, NH 03755

Phone: (413) 253-0769

E-Mail: bjbright@amherst.edu

Cultural Anthropology

Brenda J. Bright is in the Latin American and Caribbean Studies Department at Dartmouth College. She has done research on aesthetics and popular culture in Chimayo, New Mexico. In addition, she has produced scholarly work on Hispano/Chicano culture focusing on the Española area of New Mexico.

BEA V. CALO

Ph.D., UC-Davis

3319 Caxton Court
San Mateo, CA 94403-3830

Phone: (415) 341-2528

FAX: (415) 341-4897

E-Mail: dhxv41a@prodigy.com

International Development & Economics, Natural Resource Economics, Rural California

Bea V. Calo has served as financial consultant and performance analyst to numerous firms and has done various presentations nationwide on topics ranging from colonias to NAFTA. Her recent work involves the study of Chicano entrepreneurship in rural California.

**JORGE CHAPA***Ph.D., UC-Berkeley*

University of Texas-Austin
Assoc. Professor, LBJ School
Austin, TX 78713

Phone: (512) 471-7811

E-Mail: chapa@mait.utexas.edu

Education, Employment Policy, Poverty, Mexican-American Studies

Jorge Chapa is Associate Dean and Director of the Graduate Opportunity Program in the Office of Graduate Studies as well as an Associate Professor of the Center for Mexican-American Studies at the LBJ School of Public Affairs at the University of Texas-Austin. His scholarly work has an emphasis on Mexican-Americans and Education.

MANUEL CHAVEZ*Ph.D., Univ. of Wisconsin-Madison*

Michigan State University, Asst. Director, CLACS
206 International Center
East Lansing, MI 48824

Phone: (517) 353-9021

FAX: (517) 353-1690

E-Mail: 22636mc@msu.edu

Political Economy & Political Sociology, Regional & Urban Development, Migration & Labor Markets, Border Studies, Race & Ethnicity, Midwestern Latinos

Manuel Chavez is Assistant Director of the Center for Latin American and Caribbean Studies at Michigan State University. His numerous publications range from Latino migration to economic development. He also has done extensive research and lecturing in the fields of Chicano Studies, Urban Studies, and Mexican political economy.



ALFONSO ANDRÉS CORTEZ LARA
El Colegio de la Frontera Norte
Paulin 233, P.O. Box 8220
Calexico, CA 92231

*M.S., Univ. Autónoma de
Baja California Sur*

Phone: 01152 (65) 54-7447 **FAX:** 01152 (65) 54-7445

Agronomy, U.S.-Mexico Border Studies, Economics

Alfonso Andrés Cortez Lara is an agricultural engineer at El Colegio de la Frontera Norte. He has published numerous scholarly works on agriculture focusing on a variety of areas including Northern Mexico and the border region. He is currently researching the impacts of NAFTA on agriculture and water management as well as performing an economic evaluation of the hydraulic infrastructure of various areas of Mexico.

ALTHA CRAVEY
University of North Carolina-Chapel Hill
Asst. Prof., Department of Geography
203 Saunders Hall CB #3220
Chapel Hill, NC 27599-3220

Ph.D., University of Iowa

Phone: (919) 962-5157
E-Mail: cravey@unc.edu

FAX: (919) 962-1537

Geography, Labor, Gender, Rural Latin America, Health

Altha Cravey is Assistant Professor of Geography at the University of North Carolina-Chapel Hill. Her scholarly work covers topics ranging from Mexican trade unionism to the relation of gender to Third World industrialization. She is currently researching industrial work in Mexico and is also involved in a project on Latino health in North Carolina.

SPECIALISTS



JEFF R. CRUMP

Ph.D., Univ. of Nebraska-Lincoln

Western Illinois University, Department of Geography
Macomb, IL 61455

Phone: (309) 298-2956

FAX: (309) 298-2400

E-Mail: mfjrc@uxa.ecn.bgu.edu

Economic Geography, Poverty, Rural Economic Development, Labor, Midwest Latinos

Jeff R. Crump is an Associate Professor and Chair of the graduate committee in the WIU Geography Department, and is also a Research Fellow with the Illinois Institute for Rural Affairs. His research interests focus on labor markets and industrial restructuring. His projects examine Hispanic immigration into rural Illinois, the meatpacking industry, culture, unions and farm implement industry in Illinois.

ADELA DE LA TORRE

Ph.D., UC-Berkeley

University of Arizona
Mexican American Studies & Research Center
Economics Bldg., #23, Room 208
Tucson, AZ 85721

Phone: (520) 621-7551

FAX: (520) 621-7996

E-Mail: adela@u.arizona.edu

Health, Economics, Agricultural Economics, Chicano and Latino Studies

Adela de la Torre is Professor and Director of the Mexican American Studies & Research Center at the University of Arizona. She is an economics expert in health care policies and programs and her numerous publications include the topics of Latina issues, immigration, and Chicano Studies. In addition, she has been a featured columnist for the *Los Angeles Times* and has written for several magazines.



THOMAS J. DURANT, JR.
Louisiana State University
Department of Rural Sociology
Baton Rouge, LA 70803

Ph.D., Univ. of Wisconsin-Madison

Phone: (504) 388-1645

FAX: (504) 388-5102

E-Mail: socdua@lsuvm.sncc.lsu.edu

Rural Sociology, Rural Minorities, Criminology, Gerontology, Development

Thomas J. Durant, Jr. is in the Department of Rural Sociology at Louisiana State University. He has coauthored several scholarly works on cultural diversity and minorities. His past research is focused on rural ethnic communities.

CHARLES D. EADIE
City of Watsonville, City Hall
Asst. Planning Director
P.O. Box 50000, 250 Main St.
Watsonville, CA 95077-5000

Phone: (408) 728-6020

FAX: (408) 728-6173

E-Mail: ceadie@ix.netcom.com

Urban Planning, Policy

Charles D. Eadie is an Assistant Planning Director for the city of Watsonville. He is currently doing long range planning for this city of 35,000 with a population that is 60% Hispanic.



ANNE B.W. EFFLAND

Ph.D.

U.S. Department of Agriculture, Economic Research Service
1301 NY Ave. NW, Rm. 308
Washington, DC 20005-4788

Phone: (202) 219-0788

FAX: (202) 219-1191

E-Mail: aeffland@econ.ag.gov

Agricultural History, Rural History, Labor History, Farmworkers, Farm Labor Policy, Migration/Immigration

Anne B.W. Effland is in the Economic Research Service of the United States Department of Agriculture. Her publications cover such topics as the influence of immigration and language on the economic well-being of Hispanics in rural America and the history of migrant agricultural labor in the U.S. West.

JAVIER MARIO EKBOIR

Ph.D., UC-Davis

University of California-Davis
Department of Ag. Resource and Econ.
Davis, CA 95616

Phone: (916) 754-8303

E-Mail: jmekboir@ucdavis.edu

Agricultural Economics, Econometrics, Rural Latin America, Development, Economics of Research

Javier Mario Ekboir is in the Department of Agricultural and Resources Economics at the University of California-Davis. He has published and presented numerous papers with an emphasis on Latin American rural issues. He also is proficient in several languages.



ENRIQUE E. FIGUEROA

Ph.D., UC-Davis

Cornell University
Assoc. Prof., Department of Ag. Econ.
317 Warren Hall
Ithaca, NY 14853-7801

Phone: (607) 255-4580

FAX: (607) 255-9984

E-Mail: eef1@cornell.edu

Ag. Economics, International Trade, Immigration, Farmworkers, Minorities

Enrique E. Figueroa is Associate Professor of Agricultural Economics at Cornell University. His scholarly work includes extensive study of international trade as it relates to agriculture. His research also covers American minority issues such as immigration policy and funding to Hispanic and Black neighborhoods.

JILL FINDEIS

Ph.D.

Pennsylvania State University
Department of Agricultural Economics, 112E Armsby Bldg.
University Park, PA 16802

Phone: (814) 863-8246

FAX: (814) 865-3746

E-Mail: fa2@psuvm.psu.edu

Labor Economics, Economic Demography, Policy, Rural Minorities, Rural Women, Rural Education, Rural Families, Farmworkers

Jill Findeis is in the Department of Agricultural Economics and is Senior Faculty Associate of the Population Research Institute at Penn State University. She has done research in the areas of poverty, rural labor markets, and income and employment in rural households. She also has an extensive background in economics.

**DEBORAH FINK***Ph.D., Univ. of Minn.-Minneapolis*

222 S. Russell
Ames, IA 50010

Phone: (515) 232-2763**FAX:** (515) 294-5454**E-Mail:** fink@math.iastate.edu*Immigrant Labor, Rural Communities, Rural Labor, Rural Women, Gender*

Deborah Fink has done research involving Mexican immigrant railroad workers in Iowa and women's feminist issues. Currently, she is conducting a study of rural labor in Iowa with a focus on meatpacking.

JAN L. FLORA*Ph.D., Cornell*

Iowa State University
Ext. Sociologist, Department of Sociology
315 East Hall
Ames, IA 50011-1070

Phone: (515) 294-4295**FAX:** (515) 294-2303**E-Mail:** floraj@iastate.edu*Rural Latin America, Midwestern Latinos, Community Development*

Jan L. Flora is Professor in the Department of Sociology and an Extension Community Sociologist at Iowa State University. His previous publications focus on rural Latin America and he is currently doing extension work in an Iowa community with a substantial recently-arrived Latino population.

**GUADALUPE FRIAZ***Ph.D., UC-Berkeley*

University of Washington, Department of American Ethnic Studies
Box 35-4380
Seattle, WA 98195

Phone: (206) 543-3929**FAX:** (206) 616-4071**E-Mail:** lupe@u.washington.edu*Washington Latinos, Settlement, Rural Labor*

Guadalupe Friaz is in the Department of American Ethnic Studies at the University of Washington. She has studied the settlement process of the rural Latino population as well as the changing structure of demand and supply of labor in rural areas. She is currently researching the socioeconomic and demographic profile of rural Latinos in East Washington, comparing today's profiles with those of 1970.

ERASMO GAMBOA*Ph.D.*

University of Washington
Assoc. Professor
Department of American Ethnic Studies
Seattle, WA 98195

Phone: (206) 543-4224**FAX:** (206) 485-9164**E-Mail:** gamboae@u.washington.edu*History, Chicano/Latino Studies, Pacific Northwest*

Erasmus Gamboa is Associate Professor of History in the Department of American Ethnic Studies at the University of Washington. A native of the Yakima Valley, he is noted for his work on the history of the Northwest.



VICTOR Q. GARCIA

Ph.D., UC-Santa Barbara

Indiana University of Pennsylvania
Department of Anthropology, 124 Keith Hall
Indiana, PA 15705

Phone: (412) 357-2732

E-Mail: vgarcia@grove.iup.edu

California Latinos, Agricultural Economics, Cultural Anthropology, Farmworkers

Victor Q. Garcia is in the Department of Anthropology at Indiana University of Pennsylvania. He has done extensive research involving rural Chicano/Mexican populations in California and Pennsylvania. He also has published on Latinos and U.S. Immigration Policy as well as voting and political activities of *campesinos* in U.S. farm communities. He is currently a post-doctoral visiting scholar at MSU's JSRI.

TESFA G. GEBREMEDHIN

Ph.D.

West Virginia University
Division of Resource Management
P.O. Box 6108
Morgantown, WV 26506-6108

Phone: (304) 293-6253

FAX: (304) 293-3740

E-Mail: tgebrem@wvnm.wvnet.edu

Ag. Economics, Rural Development, Community Development, Research Methods

Tesfa G. Gebremedhin is in the Division of Resource Management at West Virginia University. Her research in agricultural economics has an emphasis on rural and community development. Her scholarly works involve international agriculture and development as well as research methods.



ALBERTO GODINEZ-PLASCENCIA

Ph.D.

El Colegio de la Frontera Norte
P.O. Box L
Chula Vista, CA 91912

Phone: 01152 (66) 13-3535

FAX: 01152 (66) 13-3565

Regional Development, Poverty, Environmental Issues, Economics

Alberto Godinez-Plascencia has researched the economic effects of NAFTA on the major crops in the Northern border region of Mexico. He is currently performing research involving poverty and the population of the Alto Golfo region of California who work as fishermen/women.

JUAN L. GONZALES, JR.

Ph.D., UC-Berkeley

California State University-Hayward
Chair, Department of Sociology & Social Services
Hayward, CA 94542-3048

Phone: (510) 885-3174

FAX: (510) 885-2390

E-Mail: jgonzal3@csuhayward.edu

Race, Immigrant Labor, Urban and Ethnic Communities, Marriage and Ethnic Families, Qualitative Research Methods

Juan L. Gonzales, Jr. is Professor and Chair of the Department of Sociology and Social Services at California State University-Hayward. He has published and presented numerous scholarly works on Mexican labor in the U.S. with an emphasis on the Southwest and his current work involves religious beliefs and practices among Latinos.

**LOURDES GOUVEIA***Ph.D., University of Kansas*

University of Nebraska-Omaha

Assoc. Professor

Department of Sociology and Anthropology

Omaha, NE 68182-0291

Phone: (402) 554-2626**E-Mail:** lourdes@cwis.unomaha.edu*Western/Midwestern Latinos, Immigrant Labor, Rural Latin America, Economics*

Lourdes Gouveia is Associate Professor of Sociology at the UN-Omaha. Her scholarly work highlights the intersections of food processing and immigrant labor. She is currently researching Latina/os in Nebraska meatpacking communities and is a Post-Doctoral Visiting Scholar at the MSU's Julian Samora Research Institute.

SHERRI L. GRASMUCK*Ph.D., Duke University*

Temple University

Department of Sociology, Gladfelter Hall

7th Fl., 12th St. and Berks Mall

Philadelphia, PA 19122

Phone: (215) 204-7760**FAX:** (215) 236-3452*Gender and Rural Latin America, Comparative Family Studies, International Labor Migration, Latin American Development*

Sherri L. Grasmuck is in the Department of Sociology at Temple University. She has done extensive research involving the Dominican Republic. Her scholarly work also includes numerous presentations and publications on immigrant labor as well as international women's labor issues.



SPECIALISTS

JAMES I. GRIESHOP

Ph.D., University of New Mexico

University of California-Davis

Department of Human & Comm. Dev., Cooperative Extension
Davis, CA 95616

Phone: (916) 752-3008

FAX: (916) 752-5855

E-Mail: jgrieshop@ucdavis.edu

*Community Development, Risk Perception, Farmworker Safety, Agriculture,
Rural Health, Education*

James I. Grieshop is a Lecturer and Specialist in Community Education at the UC-Davis. His scholarly work emphasizes farmworker safety relating to sanitation, agricultural chemicals, and motor vehicles. His current work addresses the public health problem of farmworker motor vehicle accidents and deaths in California.

CAMILLE GUERIN-GONZALES

Ph.D., UC-Riverside

University of California-Los Angeles

Assoc. Professor, Department of History
Los Angeles, CA 90095-1559

E-Mail: camille@ucla.edu

Chicano/Latino History, U.S. History, Labor, Immigration

Camille Guerin-Gonzales is Associate Professor in the Department of History at the University of California-Los Angeles. She has written extensively on Chicano/Latino labor and immigration with an emphasis on the Southwest. Her work has also emphasized the intersections of race, gender, and class.



DOUGLAS B. GWYNN

Ph.D., Cornell University

MEDGO International, Co-Director
2415 S. Summit Circle G.
Escondido, CA 92026

Phone: (619) 736-4784

FAX: (619) 736-0114

E-Mail: medgo@connectnet.com

Rural Development, Water Resources, Minorities

Douglas B. Gwynn is a Research Sociologist at MEDGO International. He is the former Director and founder of the California Center for Applied Research (CCAR) and has worked as a lecturer and professor. His research interests include rural water resources, health, and nutritional status of immigrants.

STEVE HAMPTON

Ph.D., UC-Davis

University of California-Davis
Department of Agricultural Economics
Davis, CA 95616

Phone: (916) 752-1515

E-Mail: hampton@gordy.ucdavis.edu

Agricultural Economics, Development, Rural California, California Minorities

Steve Hampton is in the Department of Agricultural Economics at the University of California-Davis. His work has included development and natural resource use as well as poverty issues of California minority groups.



MAZIN A. HEIDERSON *Ph.D., Southern Illinois University*
Michigan Department of Education
Migrant Education Program
P.O. Box 30008
Lansing, MI 48909

Phone: (517) 373-4587 **FAX:** (517) 373-4589
E-Mail: mheiderson@ed.mde.state.mi.us

Anthropology, Education, Migrant Education, Translation

Mazin A. Heiderson is an Education Consultant at the Michigan Department of Education. He has done recent work in the field of migrant education and has held numerous positions in the fields of education and translation.

JOSIAH HEYMAN *Ph.D., City College of New York*
Michigan Tech University
Department of Social Sciences
1400 Townsend Dr.
Houghton, MI 49931-1295

Phone: (906) 487-2116 **FAX:** (906) 487-2468
E-Mail: jmheyman@mtu.edu

Cultural Anthropology, U.S.-Mexico Border Studies, Immigration & Policy, Labor

Josiah Heyman has published extensively on the U.S.-Mexico border with a focus on industrial workers in Mexico and the U.S. as well as immigration policy and the nature of the "border." He is currently conducting an ethnographic study of the INS at the U.S.-Mexico border.

**PIERRETTE HONDAGNEU-SOTELO***Ph.D., UC-Berkeley*

University of Southern California
Asst. Professor, Department of Sociology
Los Angeles, CA 90089-2539

Phone: (213) 740-3606**FAX:** (213) 740-3533**E-Mail:** sotelo@mizar.usc.edu*Immigration, Gender, Rural Latin America, Labor, Sociology*

Pierrette Hondagneu-Sotelo is Assistant Professor in the Department of Sociology at the University of Southern California. She has published numerous scholarly works on immigrants with an emphasis on Latinas and labor. Her more recent research involves the intersections of race and gender in labor with a concentration on paid domestic work.

ROGER HOROWITZ*Ph.D.*

Hagley Museum and Library
P.O. Box 3630
Wilmington, DE 19807

Phone: (302) 658-2400**FAX:** (302) 655-3188**E-Mail:** rh@udel.edu*American History, Labor, Business, Meatpacking*

Roger Horowitz is currently researching the Latino population employed in the poultry industry of Delaware's Delmarva peninsula. His research focuses on labor and businesses in which many of the employees are Guatemalan immigrants.



HAYWARD DERRICK HORTON

Ph.D.

SUNY-Albany

Associate Professor, Department of Sociology

1400 Washington Ave.

Albany, NY 12222

Phone: (518) 442-4907

FAX: (518) 442-4936

E-Mail: hdh@csc.albany.edu

Demography, Race and Ethnicity, Rural Sociology

Hayward Derrick Horton is Associate Professor of Sociology at SUNY-Albany. His research has involved rural Latinos as well as rural African Americans. His recent scholarly work includes the study of Black community development in contemporary America.

LEIF JENSEN

Ph.D., Univ. of Wisconsin-Madison

Pennsylvania State University

Department of Ag. Econ. & Rural Sociology, 110B Armsby Bldg.

University Park, PA 16802-5600

Phone: (814) 863-8642

FAX: (814) 865-3746

E-Mail: LIJ1@psuvm.psu.edu

Unemployment, Welfare Participation, Rural Minorities & Informal Economies, Poverty, Rural Elderly

Leif Jensen is Associate Professor in the Department of Ag. Economics and Rural Sociology. His work includes extensive analysis of poverty and welfare among U.S. immigrants. His research interests include poverty dynamics among the elderly, trends in income sources among families of poor children, and trends and dynamics in underemployment.



FRED KRISSMAN

Ph.D., UC-Santa Barbara

Washington State University, Rockefeller Fellow Center
NW Center for Comparative American Cultures & Race Relations
Pullman, WA 99164-4010

Phone: (509) 335-4793

FAX: (509) 332-4139

E-Mail: fkris@cheetah.it.wsu.edu

Anthropologist, Rural Mexico, Third World Studies, Development, Rural Labor, Rural North/Southwest U.S.

Fred Krissman was a researcher at UC-San Diego's Center for U.S.-Mexican Studies. His scholarly works cover issues such as poverty, immigration, and California rural labor. He recently received a Rockefeller post-doctoral fellowship to take residency at Washington State University.

DAVID JANÉ KYLE

Ph.D., Johns Hopkins University

Texas A&M University
Asst. Professor, Department of Rural Sociology
College Station, TX 77843-2125

Phone: (409) 845-3521

FAX: (409) 845-8529

E-Mail: dkyle@rsocsun.tamu.edu

Migration, International Development, Rural Minorities, Rural Latin America, Latin American Immigration, Economics

David Jané Kyle is Assistant Professor at Texas A&M University. He has done extensive research in the areas of Latin American immigration and economics. He is currently studying rural Ecuadorian peasants migrating to New York City as well as the impact of economic change on rural Hispanics in Texas.



SUSANA LASTARRIA-CORNHIEL

Ph.D.

University of Wisconsin-Madison
Program Coord., Land Tenure Center
1357 University Ave.
Madison, WI 53715

Phone: (608) 262-0097

FAX: (608) 238-9208

E-Mail: susana@macc.wisc.edu

Rural Sociology, Rural Latin America, International Agriculture & Development

Susana Lastarria-Cornhiel has published numerous scholarly works with an emphasis on Latin American agrarian issues. She has extensive international experience, having served as an agrarian reform advisor in Ecuador and Nicaragua and as a consultant in various related fields in El Salvador, Peru, and Mozambique.

EDGAR LEON

Ph.D., MSU

Michigan Department of Education
Box 30008
Lansing, MI 48909

Phone: (517) 373-4582

FAX: (517) 373-4589

E-Mail: eleon@msu.edu

Migrant Education, Migrant Health, Midwestern Latinos

Edgar Leon is Research Associate of the Julian Samora Research Institute. His scholarly work includes a database on Migrant Education and various publications in the areas of funding and youth education. His current projects are on the health status of migrant families as well as on migrant education in Michigan.

SPECIALISTS



DANIEL T. LICHTER

Ph.D., Univ. of Wisconsin-Madison.

Pennsylvania State University

Director, Population Research Institute, 601 Oswald Tower
University Park, PA 16802-6202

Phone: (814) 863-3529

FAX: (814) 863-8342

E-Mail: lichter@pop.psu.edu

Sociology, Economics, Education, Rural Families, Labor, Migration, Poverty, Minorities, Welfare, Gender

Daniel T. Lichter, who is the Population Research Institute's Director, is the Associate Editor of *Rural Sociology* as well as the *Journal of Family Issues*. He has published extensively on rural families, emphasizing marriage, children, parenting issues, and gender roles. His current research involves poverty and family change among Latinos.

ELIAS S. LOPEZ

Ph.D., UC-Davis

P.O. Box 942837

Sacramento, CA 94237-0001

Phone: (916) 653-6742

FAX: (916) 654-5829

E-Mail: elopez@library.ca.gov

Economics, Demographics, Labor

Elias S. Lopez is Economist/Demographer for the California Research Bureau, a state agency providing policymakers with long-term public policy research. His expertise is in regional economic competitiveness, human and social capital formation among Latino youth, and the study of California's rural labor and communities. As a state demographer, he also tracks demographic trends in California. Dr. Lopez is also a former scholar of the Julian Samora Research Institute, 1994-95.



LINDA C. MAJKA

Ph.D.

University of Dayton
Department of Sociology, Anthropology & Social Work
300 College Park
Dayton, OH 45469-1442

Phone: (513) 229-2402

FAX: (513) 229-3900

E-Mail: majkal@saber.udayton.edu

Farmworkers, Immigrant Labor, Sociology, Southwestern /Midwestern Latinos

Linda C. Majka has published on several aspects of the farmworker experience including agribusiness and the farm labor movement in California. She is currently working on a project continuing her study of farm labor movements in California and is expanding her study to include the Midwest.

THEO J. MAJKA

Ph.D.

University of Dayton
Department of Sociology, Anthropology, & Social Work
300 College Park
Dayton, OH 45469-1442

Phone: (513) 229-4147

FAX: (513) 229-3900

E-Mail: majkat@saber.udayton.edu

Farmworkers, Immigrant Labor, Sociology, Southwestern/Midwestern Latinos

Theo J. Majka is in the Department of Sociology, Anthropology, and Social Work at the University of Dayton. He has published on many aspects of the farm labor movement. He is currently researching the farm labor movements of California and the Midwest.



DANIEL MELERO MALPICA

Ph.D., UCLA

University of California-Los Angeles
Research Assoc., Department of Sociology
405 Hilgard Ave.
Los Angeles, CA 90024

Phone: (310) 398-0278

E-Mail: malpica@soc.sscnet.ucla.edu

Migrants, Economics, California Minorities, Chicano Studies, Sociology

Daniel Melero Malpica is Research Associate at the University of California-Los Angeles. He has performed research on a variety of topics ranging from Black/immigrant competition in the manufacturing and service sectors of Los Angeles to migrant grassroots organizations as a means of economic empowerment.

JUAN MARINEZ

B.A., MSU

Michigan State University
Regional Director, MSU Coop. Extension
208 Paolucci Bldg.
East Lansing, MI 48824-1110

Phone: (517) 353-9772

E-Mail: marinez@msuces.canr.msu.edu

Outreach

Juan Marinez is the Regional Director of the Cooperative Extension at Michigan State University. He works with many Latino community groups and students, gaining experience that provides him with a great deal of knowledge and insight regarding rural Latino issues.



SPECIALISTS

PHILIP L. MARTIN
University of California-Davis
Professor, Agricultural Economics
Davis, CA 95616-8512

Ph.D., Univ. of Wisconsin-Madison

Phone: (916) 752-1530
E-Mail: martin@primal.ucdavis.edu

FAX: (916) 752-5614

Agricultural Economics, Immigration, Immigration Policy, Southwestern Latinos, Domestic and International Labor, Farmworkers

Philip L. Martin is a Professor of Agricultural Economics at the University of California- Davis. His extensive publications cover such topics as immigration and California as well as farmworker/farm labor issues. His recent scholarly work involves immigration policy reform and its relation to U.S. agriculture.

EMILIA E. MARTINEZ-BRAWLEY
Arizona State University
Dean and Professor, School of Social Work
Tempe, AZ 85287-1802

Ed.D., ACSW, Temple Univ.

Phone: (602) 965-2795
E-Mail: ideem@asuvn.inre.asu.edu

Social Work, Gender, Rural Labor, Development, Mental Health

Emilia E. Martinez-Brawley is Dean and Professor in the School of Social Work at Arizona State University. Her previous scholarly work focused on social work with an emphasis on rural areas. Her more recent work involves rural women's labor as well as human services providers who work with rural populations. Her research on rural issues has been on both national and international levels.

SPECIALISTS



ANN V. MILLARD

Ph.D., University of Texas-Austin

Michigan State University
Assoc. Professor, Department of Anthropology
354 Baker Hall
East Lansing, MI 48824

Phone: (517) 353-7174

FAX: (517) 432-2363

E-Mail: amillard@msu.edu

Anthropology, Farmworkers, U.S. Food Policy, Medical Anthropology, Poverty, Health and Health Policy, Gender

Ann V. Millard is Associate Professor in the Department of Anthropology at Michigan State University. Her current research involves migrant farmworkers and their knowledge of pesticides. She is also doing work in the field of U.S. food policy and Latinos.

LIBBY V. MORRIS

Ph.D.

University of Georgia
Asst. Professor, Inst. of Higher Ed.
314 Candler Hall U6A
Athens, GA 30602-1772

Phone: (706) 542-3464

FAX: (706) 542-7588

E-Mail: lvmorris@uga.cc.uga.edu

Unemployment, Rural Families, Poverty, Rural Elderly, Rural African Americans, Youth

Libby V. Morris is Assistant Professor in the Institute of Higher Education at the University of Georgia. She has performed research in the areas of health professions education, needs assessment, program development, and southern Black Belt conditions.



ED A. MUÑOZ

Ph.D., Univ. of Nebraska-Lincoln

Iowa State University
Asst. Professor, Department of Sociology
107 East Hall
Ames, IA 50011-1070

Phone: (515) 294-8281

FAX: (515) 294-2303

E-Mail: emunoz@iastate.edu

Race & Ethnicity, Latina/o Studies, Criminology/Deviance, Migration, Midwestern Latinos

Ed A. Muñoz is Assistant Professor of Sociology and Latina/o Studies at ISU. His scholarly work has focused on Latinos in the Nebraska area. His recent research includes such topics as racial disparities in imprisonment rates and Latino migration in the U.S.

NANCY A. NAPLES

Ph.D., City University of New York

University of California-Irvine
Department of Sociology & Women's Studies Program
5257 Social Science Plaza
Irvine, CA 92697

Phone: (714) 824-5749

FAX: (714) 824-4717

E-Mail: nnaples@uci.ed

Midwestern Latinos, Labor, Gender, Community, Social Policy

Nancy A. Naples' publications include analyses of gender, race, ethnicity, and class in rural Iowa. Her current research explores community leaders' roles in bridging relationships between White European Americans and Latinos. She is investigating the incidence and response to domestic violence in rural Midwestern communities.

SPECIALISTS



LUCILA NERENBERG
810 Miller Avenue
Ann Arbor, MI 48103

M.D., University of Buenos Aires

Phone: (313) 995-4392

FAX: (313) 995-4392

E-Mail: nerenber@umich.edu

Interethnic Dialogue, International Communication, Mind/Body Medicine, Women's Issues, Health, Health Education, Outreach

Lucila Nerenberg is an Outreach Psychiatrist for the Migrant Farm Worker Mental Health Project and a Clinical Instructor in Psychiatry at the University of Michigan Medical School. She provides outreach, psychiatric, and general medical treatment to migrant workers and Latinos/as in Lenawee County. She is also involved in an Interethnic Dialogue Project at the University of Michigan that includes Latino/as.

GERARDO OTERO

Ph.D., Univ. of Wisconsin-Madison

Simon Fraser University, Assoc. Professor, Soc. & Anthropology
Department of Spanish and Latin American Studies
Burnaby, BC V5A 1S6 Canada

Phone: (604) 291-4508

FAX: (604) 291-5799

E-Mail: otero@sfu.ca

Political Sociology; Sociology of Agriculture; Political Economy of Development; Science, Technology & Society; NAFTA, Mexico, and Latin America

Gerardo Otero is Associate Professor of Sociology at Simon Fraser University in Vancouver, British Columbia. His recent research is on the globalization of capitalism and agricultural biotechnology, and on the transformation of the Mexican state and agrarian social structures under neoliberalism.



SPECIALISTS

CARLOS J. PALACIOS

M.S., Princeton

P.O. Box 50000

Watsonville, CA 95077-5000

Phone: (408) 728-6011

FAX: (408) 761-0736

Community and Economic Development

Carlos J. Palacios is currently involved in long-range planning and economic development in Watsonville, California, a city with a large Latino population.

JUAN-VICENTE PALERM

Ph.D.

University of California-Riverside

UC MEXUS

Riverside, CA 92521

Phone: (909) 787-3519

FAX: (909) 787-3856

E-Mail: juan.palerm@ucr.edu

Social Anthropology, Labor, Farmworkers, Southern/Southwestern Latinos, Immigrants and Migrants

Juan-Vicente Palerm has researched and published on the topics of farm labor needs and farmworkers. He recently has been working to translate scholarly research into social action designed to address the problems and needs of the rural residents of California.



JEFFERY S. PASSEL

Ph.D., Johns Hopkins University

Dir., Program for Research on Immigration Policy

2100 M St., NW

Urban Institute

Washington, DC 20037

Phone: (202) 857-8678

FAX: (202) 452-1840

E-Mail: jpassel@ui.urban.org

Demography, Immigration

Jeffery S. Passel is Director of the Program for Research on Immigration Policy at the Urban Institute. He has published on topics concerning immigration issues in the Midwest and California. He is currently researching the impact of immigrants on rural areas in the conference series "The Changing Face of Rural America."

DEVÓN G. PEÑA

Ph.D., University of Texas-Austin

Colorado College

Assoc. Professor, Department of Sociology

14 E. Cache La Poudre

Colorado Springs, CO 80903

Phone: (719) 389-6642

FAX: (719) 634-4180

E-Mail: dpena%ccnode@vaxf.colorado.edu

Labor, Gender, U.S.-Mexico Border Studies, Environmental Issues, Race and Ethnicity, Comparative Sociology, Theory

Devón G. Peña has published extensively on labor within the Latino community with an emphasis on Chicanos and the border area. His many other areas of research include Chicano and Mexican environmentalist issues in such cases as NAFTA.



SPECIALISTS

JULIE LEININGER PYCIOR*Ph.D.*

Manhattan College
Assoc. Professor, History Department
Riverdale, N.Y. 10471

Phone: (718) 920-0126 **FAX:** (718) 543-2132
E-Mail: jpycior@mcs2.dls.mancol.edu

Farmworkers, Labor, Rural Politics, Migrant Education, Rural Development

Julie Leininger Pycior is Associate Professor in the Department of History at Manhattan College. She has produced scholarly works on various aspects of the farmworker experience and her upcoming book focuses on Mexican-American organizing from 1928-1968.

JAIME H. RIVERA*M.D., Harvard*

Chair, Governor's Council on Hispanic Affairs, Delaware
702 Cardiff Rd.
Wilmington, DE 19803

Phone: (302) 994-9441 **FAX:** (302) 995-5624
E-Mail: jaime.rivera@together.org

Health, Medicine

Jaime H. Rivera, Chair of the Governor's Council on Hispanic Affairs, Delaware, has worked extensively in the field of medicine, specializing in pediatric gastroenterology. He is on the Board of Directors of the Latin American Community Center of Wilmington, a community experiencing a significant growth of its rural Latino population.



JOSÉ A. RIVERA

Ph.D., Brandeis University

University of New Mexico

Assoc. Professor, School of Public Administration

Albuquerque, NM 87131

Phone: (505) 277-7760

FAX: (505) 277-2529

E-Mail: jrivera@unm.edu

Social Policy, Development, Rural Latin America, U.S.-Mexico Border Studies, Southwestern Latinos, Minorities

José A. Rivera is Associate Professor in the School of Public Administration as well as Faculty Associate at the Southwest Hispanic Research Institute at UNM. In addition to extensive publications, he has taught and worked both in the U.S. and internationally, in countries including the Dominican Republic and Mexico.

REFUGIO I. ROCHÍN

Ph.D., MSU

Michigan State University

Director and Professor, JSRI, 112 Paolucci Building

East Lansing, MI 48824-1110

Phone: (517) 432-1317

FAX: (517) 432-2221

E-Mail: rochin@pilot.msu.edu

Rural & Ethnic Minorities, International & Regional Development, Economics of Poverty & Community Development, Chicana/o Studies, Ag Econ., Sociology

Refugio I. Rochín is Professor of Ag. Economics and Sociology at MSU and Professor Emeritus of Ag. Economics and Chicana/o Studies at the UC-Davis. His scholarly work covers topics such as multiculturalism, International Agricultural Economics, and rural U.S. Latinos with an emphasis on farmworkers, migrants, and colonias.



SPECIALISTS

BRENDA M. ROMERO

Ph.D.

University of Colorado, College of Music
Campus Box 301
Boulder, CO 80309

Phone: (303) 492-7421

FAX: (303) 492-5619

E-Mail: romerob@spot.colorado.edu

Ethnomusicology, Dance

Brenda M. Romero is in the College of Music at the University of Colorado. An ethnomusicologist, her work has included the study of rural music and dance.

EUNICE ROMERO-GWYNN

Ph.D., MPH, Cornell University

MEDGO International, Co-Director
2415 S. Summit Circle G.
Escondido, CA 92026

Phone: (610) 736-4784

FAX: (619) 736-0114

E-Mail: medgo@connectnet.com

Nutrition, Public Health

Eunice Romero-Gwynn is Co-Director of MEDGO International. She has conducted research and taught nutrition in several Latin American countries and the United States. Her main area of interest is the nutrition and food patterns of Latinos and other immigrant groups in the United States.

**RENE PEREZ ROSENBAUM***Ph.D., Notre Dame*

Michigan State University
Asst. Prof., Department of Resource Development
320 Natural Resources Building
East Lansing, MI 48824

Phone: (517) 432-3383**FAX:** (517) 353-8994**E-Mail:** rosenba5@pilot.msu.edu*Labor, Farm Workers, Midwestern Latinos, Economic Development, Immigration*

Rene Perez Rosenbaum is Research Associate of the Julian Samora Research Institute. His research areas include the market consequences of immigration to the U.S. and organizing among pickle workers in Wisconsin. His recent scholarly work involves the unionization of tomato field workers in Northwest Ohio, 1967-69.

GIL ROSENBERG*Doctoral Candidate, Univ. of Ky.*

University of Kentucky, Extension Associate
500 Garrigus Bldg.
Lexington, KY 40546-0215

Phone: (606) 257-1164**FAX:** (606) 986-8935**E-Mail:** soc219@ukcc.uky.edu*Agricultural Personnel Management, Farmworkers, Rural Sociology*

Gil Rosenberg is a Doctoral Candidate in Rural Sociology and is in Agricultural Personnel Management for Cooperative Extension at UK. Previously a migrant farmworker, his current work involves farm personnel, ownership, and the community. His projects include co-founding the Kentucky Migrant Network Coalition and conducting a survey on the recent influx of Latino workers in the tobacco harvest.



SPECIALISTS

RUBÉN G. RUMBAUT

Ph.D., Brandeis University

Michigan State University

Professor, Department of Sociology, 459 Berkey Hall

East Lansing, MI 48824-1110

Phone: (517) 353-7259

FAX: (517) 432-2856

E-Mail: rumbaut@pilot.msu.edu

Immigration, Immigrant Health, Sociology, Race and Ethnicity

Rubén G. Rumbaut is a Professor of Sociology at Michigan State University. He has published extensively on the topics of immigration, race, and ethnicity. His numerous scholarly works have focused on immigrants from Southeast Asia and from Cuba. His recent research involves a comparative longitudinal study using large samples of immigrant students in San Diego and Miami.

ROGELIO SAENZ

Ph.D., Iowa State University

Texas A&M University

Associate Professor, Rural Sociology Department

College Station, TX 77843

Phone: (409) 845-5332

FAX: (409) 845-8529

E-Mail: rsaenz@rsocsun.tamu.edu

Demography, Human Ecology, Racial and Ethnic Minorities, Development

Rogelio Saenz is Professor and Chair of Sociology at Texas A&M. He has authored numerous journal articles, book chapters, and technical reports on demography, human ecology, and racial and ethnic minorities, with an emphasis on the Latino population's demography. His work relating to rural Latinos includes research on Chicano entrepreneurs, return migration to the Southwest and uneven development in rural America.



SONYA SALAMON

Ph.D.

University of Illinois, Urbana-Champaign
Department of Human and Com. Devt.
260 Bevier Hall
905 S. Goodwin Ave.
Urbana, IL 61801

E-Mail: ssalamon@uiuc.edu

Midwestern Latinos, Migration, Rural Sociology

Sonya Salamon's recent work involves field studies in two central Illinois rural communities where Hispanic migrants have settled out or where in-migration has occurred. Her research involves looking at the impact of this migration on the communities and the impact of the communities on the migrants.

MICHAEL D. SCHULMAN

Ph.D.

North Carolina State University
Professor, Department of Sociology & Anthropology
338 1911 Building, Box 8107
Raleigh, NC 27695-8107

Phone: (919) 515-9016

FAX: (919) 515-2610

E-Mail: michael@server.sasw.ncsu.edu

Sociology, Rural Labor Markets

Michael D. Schulman is Professor in the Department of Sociology and Anthropology at North Carolina State University. He is currently researching the entry of Latinos into rural labor markets with an emphasis on the textile industry.



DENISE A. SEGURA

Ph.D., UC-Berkeley

University of California-Santa Barbara
Director, Ctr. for Chicano Studies
Rm. 216, Bldg. 406
Santa Barbara, CA 9310

Phone: (805) 685-7464

FAX: (805) 893-3324

E-Mail: segura@alishaw.ucsb.edu

Sociology, Chicana/o Studies, Gender, Labor

Denise A. Segura, Associate Professor at UC-Santa Barbara, is also Director of the Center for Chicano Studies. Her publications emphasize the Chicana experience, with numerous publications on the Chicana labor market. Her recent work covers Chicana and Mexican women workers' political consciousness.

MARCELO E. SILES

Ph.D., MSU

Michigan State University
Research Associate, JSRI, 105 Paolucci Building
East Lansing, MI 48824-1110

Phone: (517) 432-1317

FAX: (517) 432-2221

E-Mail: siles@pilot.msu.edu

International Finance and Development, Midwestern Latinos

Marcelo E. Siles, JSRI Senior Research Associate, has scholarly work covering topics like labor and economics, with a focus on the Midwest. He has served as the Undersecretary of State in the Bolivia Ministry of Finance, the advisor to the Economic and Financial Commission of the Senate Chamber of Bolivia, and the National Supervisor of Civil Works for the Bolivian Oil Enterprise.



DORIS P. SLESINGER

Ph.D., Univ. of Wisconsin-Madison

University of Wisconsin-Madison

Professor, Department of Rural Sociology

1450 Linden Dr.

Madison, WI 53706

Phone: (608) 262-9537

FAX: (608) 262-6022

E-Mail: slesinger@ssc.wisc.edu

Demography, Medical Sociology, Rural Latin America, Farmworkers, Minorities

Doris P. Slesinger is Professor and former Chair of the Department of Rural Sociology at the UW-Madison. Her scholarly works range from studies of fertility patterns among Hispanic migrant farmworkers to research on the elderly in poverty. Her recent work involves health status and barriers to care among Wisconsin households.

JOSEPH SPIELBERG BENITEZ

Ph.D., MSU

Michigan State University

Professor, Department of Anthropology

354 Baker Hall

East Lansing, MI 48824

Phone: (517) 353-6723

E-Mail: spielber@pilot.msu.edu

Cultural Ecology and Community Social Organization, Middle American Peasant Society and Culture, U.S.-Mexico Border Studies, Medical Anthropology

Joseph Spielberg Benitez is Research Associate of JSRI and Professor at MSU. His publications include a comparative study of rural revolts and Mexican workers in South Texas. He has done extensive fieldwork in Texas, Michigan, and communities near Veracruz, Mexico.



SPECIALISTS

PETER L. STENBERG*Ph.D., University of Minnesota*

U.S. Department of Agriculture
Regional Economist, ERS
1301 NY Ave. NW, RM. 328
Washington, DC 20005-4788

Phone: (202) 219-0543**FAX:** (202) 219-0202**E-Mail:** stenberg@econ.ag.gov

Rural and Urban Economics, Economic Development Policy, Human and Physical Infrastructure, Midwestern and Western Economics

Peter L. Stenberg is a Regional Economist of the Economic Research Service at the U.S. Department of Agriculture. He has published extensively on rural issues, with a focus on rural development and rural economy.

J. EDWARD TAYLOR*Ph.D., UC-Berkeley*

University of California-Davis
Professor, Department of Agricultural Economics
Davis, CA 95616

Phone: (916) 752-0213**FAX:** (916) 752-5614**E-Mail:** taylor@primal.ucdavis.edu

Migration, Immigration, Rural Poverty

J. Edward Taylor is Professor in the Department of Agricultural Economics at the University of California-Davis. He has ten years of fieldwork in rural Mexico and California. In his research, he uses computable equilibrium techniques to study the links between Mexican villages and the U.S. economy. He coordinates a major database on farm labor and immigration literature.



ANN R. TICKAMYER

Ph.D., Univ. of NC-Chapel Hill

University of Kentucky

Professor, Department of Sociology, 1565 P.O.T.

Lexington, KY 40506-0027

Phone: (606) 257-1960

FAX: (606) 323-1956

E-Mail: soc108@ukcc.uky.edu

Stratification and Inequality, Labor Markets, Poverty, Rural Economic Development, Work and Gender, Policy Analysis and Political Sociology, Methodology and Statistics

Ann R. Tickamyer is Professor in the Department of Sociology at the University of Kentucky. She has done research in rural policy and on rural poverty and its relation to women. Her scholarly work involves the social spatial dimensions of women's poverty and welfare policy.

SYLVIA TIJERINA

Administrator, Iowa Commission on Latino Affairs

Department of Human Rights

Lucas State Office Bldg.

Des Moines, IA 50319

Phone: (515) 281-4080

FAX: (515) 242-6119

Cultural Diversity Workshops, Coalition Building, Workshops and Trainings on Latino Culture, and Facilitating Immigration Workshops

Sylvia Tijerina's current work involves the development of a Latino-owned business directory in Iowa, conducting workshops for interpreters with an emphasis on the advantage of bilingual skills, and Ethics and Interpretation in the courts. She also facilitates workshops in processing papers for legal entry into the U.S. and for citizenship.



SPECIALISTS

CRUZ C. TORRES

Ph.D., Texas A&M University

University of Texas, Pan-American

Assoc. Professor, Department of Sociology, 1201 West University Dr.
Edinburg, TX 78539-2999

Phone: (210) 316-7009

FAX: (210) 381-2343

E-Mail: cctorres@panam.edu

Sociology, U.S.-Mexico Border Studies, Southwestern Studies, Minorities, Health, Rural Sociology

Cruz C. Torres is Associate Professor at the University of Texas, Pan Am and her scholarly work ranges from topics of rural economic development and race relations to the rural implications of health care reform. Her current research is an evaluation of Empowerment Zone/ Enterprise Community Projects in the Southwest.

ROSARIO TORRES RAINES
Texas A&M University, Kingsville
Department of Psychology-Sociology, Campus Box 177
Kingsville, TX 78363

*Ph.D., Texas Women's University
University of North Texas*

Phone: (512) 593-2369

E-Mail: rtraines@tamuk.edu

Sociology, Evaluation Research, U.S.-Mexico Borderlands

Rosario Torres Raines is Director of the Southwest Borderlands Cultural Studies and Research Center at Texas A&M, Kingsville. She teaches post-graduate level courses in community development and regional analysis. Her focus has been in the areas of Mexican-American women, South Texas communities, residential segregation, and U.S.-Mexico issues. She has been a program evaluator for social service agencies in rural south Texas communities.



DENNIS NODIN VALDES
University of Minnesota-Minneapolis
Department of Chicano Studies
489 Ford Hall, 224 Church St.
Minneapolis, MN 5545

Ph.D., University of Michigan

Phone: (612) 624-6309

FAX: (612) 624-3858

E-Mail: valde001@maroon.tc.umn.edu

Chicano Studies, Farmworkers, Midwestern/Southwestern Latinos

Dennis Nodin Valdes is Professor and former Chair of Chicano Studies at the University of Minnesota-Minneapolis. He has published various scholarly works on rural Latinos, including Latinos in West Texas, New Mexico, California, and in the Great Lakes region. These works have covered both recent and historical farmworker struggles.

ABEL VALENZUELA, JR.
University of California-Los Angeles
Asst. Professor, Cesar Chavez Center
405 Hilgard Ave.
Los Angeles, CA 90095

Ph.D., MIT

Phone: (310) 206-8224

FAX: (310) 825-2449

E-Mail: abel@ucla.edu

Urban and Economic Studies, Labor Studies, Urban and Rural Poverty, Latino Health Access, Sociology

Abel Valenzuela, Jr. is Assistant Professor of the Cesar Chavez Center for Interdisciplinary Instruction of Chicano/a Studies at UCLA. His works focus on immigration reform and Hispanic poverty, and his recent research includes job competition in Los Angeles .



BALDEMAR VELASQUEZ

President, Farm Labor Organizing Committee
507 South Saint Clair St.
Toledo, OH 43602

Phone: (419) 243-3456

Agriculture, Outreach

Baldemar Velasquez is a founder and the current president of the Farm Labor Organizing Committee (FLOC). A former migrant worker, he has been organizing labor for nearly 30 years. He led the largest agricultural strike of the Midwest in 1978, has received numerous leadership awards in the U.S., and received Mexico's Aguila Azteca Award in 1994 — Mexico's highest award given to a non-citizen.

FRANCISCO A. VILLARRUEL *Ph.D., Univ. of Wisconsin-Madison*

Michigan State University
Asst. Prof., Family & Child Eco.
115 Human Ecology
East Lansing, MI 48824-1030

Phone: (517) 353-4505

FAX: (517) 432-2953

E-Mail: fvilla@msu.edu

Latino Youth, Families, Education, Midwestern Latinos

Francisco A. Villarruel is Assistant Professor in the Department of Family & Child Ecology at Michigan State University as well as Research Associate of the Julian Samora Research Institute. His publications include research on Latino gangs and other youth problems with a focus on Michigan.

**ARCADIO VIVEROS***M.S.*

CEO, United Health Centers of San Joaquin Valley, Inc.
650 Zediker Ave.
Parlier, CA 9364

Phone: (209) 646-6618**FAX:** (209) 646-6614*Community Health, Farmworker Safety*

Arcadio Viveros is the Chief Executive Officer of the United Health Centers of the San Joaquin Valley, Inc. He is also the co-founder and Vice President of the California Association of Community Health Centers and he has worked closely with various migrant worker organizations to promote migrant health. In addition, Mr. Viveros has made changes within his community as he has served as mayor, constructing affordable housing with farmworker families in mind.

DAVID V. YOUMANS
Washington State University
24106 N. Bunn Road
Prosser, WA 9935

*D.Ed., University of the Orange
Free State, South Africa*

Phone: (509) 786-9377**FAX:** (509) 786-9370**E-Mail:** Youmans@wsu.edu*Rural Development, Resource Development, Trade, Extension Methods*

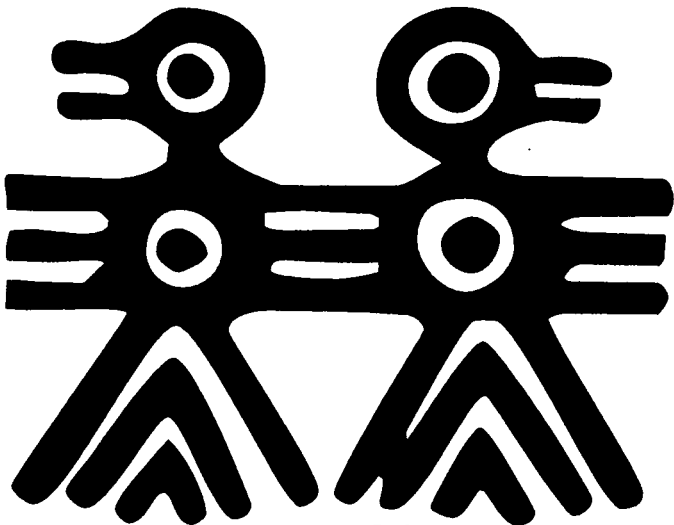
David V. Youmans is a Rural Development Specialist at the Irrigated Agriculture Research & Extension Center at WSU. He has extensive experience as a professor and a development specialist and advisor. He provides creative leadership in Hispanic communities, organizations, and families and helps mobilize WSU and local resources to build community relationships.



RURAL LATINO RESOURCES

SPECIALIZATIONS

*ALPHABETICAL LIST
BY LAST NAME*



SPECIALIZATION LIST



AGRICULTURE and NATURAL RESOURCES

Maria del Carmen **Aguayo**
Marfa Eugenia Anguiano **Telléz**
Gregorio **Billikopf Encina**
Bea V. **Calo**
Alfonso Andrés **Cortez Lara**
Adela **de la Torre**
Anne B.W. **Effland**
Javier Mario **Ekboir**
Enrique E. **Figueroa**
Victor Q. **Garcia**
Tesfa **Gebremedhin**
Alberto **Godinez-Plascencia**
James I. **Grieshop**
Douglas B. **Gwynn**
Steve **Hampton**
Susana **Lastarria-Cornhiel**
Philip L. **Martin**
Gerardo **Otero**
Devón G. **Peña**
Refugio I. **Rochín**
Baldemar **Velasquez**

ARTS

Brenda M. **Romero**

DEMOGRAPHICS

M. Gene **Aldridge**
Susan C. **Aldridge**
Robert **Aponte**
Jill **Findeis**
Hayward Derrick **Horton**
Elias **Lopez**
Rogelio **Saenz**

DEVELOPMENT

Bea V. **Calo**
Manuel **Chavez**
Thomas J. **Durant, Jr.**
Javier Mario **Ekboir**
Jan L. **Flora**
Tesfa **Gebremedhin**
Alberto **Godinez-Plascencia**
Sherri L. **Grasmuck**
James I. **Grieshop**
Douglas B. **Gwynn**
Steve **Hampton**
Fred **Krissman**
David Jané **Kyle**
Susana **Lastarria-Cornhiel**
Emilia E. **Martinez-Brawley**
Carlos J. **Palacios**
Jeffery S. **Passel**
Julie **Leininger Pycior**
José A. **Rivera**
Refugio I. **Rochín**
Rene Perez **Rosenbaum**
Rogelio **Saenz**
Marcelo E. **Siles**
Doris P. **Slesinger**
Ann R. **Tickamyer**
David V. **Youmans**

DOMESTIC and REGIONAL U. S. STUDIES

M. Gene **Aldridge**
Susan C. **Aldridge**
Robert **Aponte**
Daniel D. **Arreola**
Tomas **Atencio**
Bea V. **Calo**
Manuel **Chavez**
Alfonso Andres **Cortez Lara**
Charles D. **Eadie**
Deborah **Fink**
Erasmio **Gamboa**



SPECIALIZATION LIST

Juan L. Gonzales, Jr.
Steve Hampton
Josiah Heyman
Fred Krissman
Daniel Melero Malpica
Gerardo Otero
Devón G. Peña
José A. Rivera
Refugio I. Rochín
Joseph Spielberg Benitez
Cruz C. Torres
Rosario Torres Raines
Abel Valenzuela, Jr.

ECONOMICS

Maria del Carmen Aguayo
Bea V. Calo
Manuel Chavez
Alfonso Andrés Cortez Lara
Adela de la Torre
Javier Mario Ekboir
Jill Findeis
Victor Q. Garcia
Tesfa Gebremedhin
Alberto Godinez-Plascencia
Lourdes Gouveia
Steve Hampton
David Jané Kyle
Daniel T. Lichter
Elias Lopez
Daniel Melero Malpica
Philip L. Martin
Gerardo Otero
Refugio I. Rochín
Rene Perez Rosenbaum
Marcelo E. Siles
Peter L. Stenberg
Ann R. Tickamyer
Abel Valenzuela, Jr.
David V. Youmans

EDUCATION

Gregorio Billikopf Encina
Jorge Chapa
Jill Findeis
James I. Grieshop
Mazin A. Heiderson
Edgar Leon
Julie Leininger Pycior
Francisco A. Villarruel

GEOGRAPHY

Daniel D. Arreola
Altha Cravey

HEALTH/MEDICINE

M. Gene Aldridge
Susan C. Aldridge
Bonnie Bade
Kathryn Azevedo
Altha Cravey
Adela de la Torre
James I. Grieshop
Edgar Leon
Emilia E. Martinez-Brawley
Ann V. Millard
Lucila Nerenberg
Jaime H. Rivera
Eunice Romero-Gwynn
Rubén G. Rumbaut
Cruz C. Torres
Abel Valenzuela, Jr.
Arcadio Viveros

HISTORY

Joseph A. Amato
Anne B.W. Efland
Erasmio Gamboa
Camille Guerin- Gonzales
Roger Horowitz

SPECIALIZATION LIST



LABOR

Elaine M. Allensworth
Kathryn Azevedo
Bonnie Bade
Gregorio Billikopf Ericina
Jorge Chapa
Manuel Chavez
Altha Cravey
Anne B.W. Effland
Enrique E. Figueroa
Jill Findeis
Deborah Fink
Guadalupe Friaz
Victor Q. Garcia
Juan L. Gonzales, Jr.
Lourdes Gouveia
Sherri L. Grasmuck
James I. Grieshop
Camille Guerin-Gonzales
Josiah Heyman
Pierrette Hondagneu-Sotelo
Roger Horowitz
Leif Jensen
Fred Krissman
Daniel T. Lichter
Linda C. Majka
Theo J. Majka
Philip L. Martin
Emilia E. Martinez-Brawley
Ann V. Millard
Libby V. Morris
Nancy A. Naples
Juan-Vicente Palerm
Devón G. Peña
Julie Leininger Pycior
Rene Perez Rosenbaum
Michael D. Schulman
Denise A. Segura
Doris P. Slesinger
Ann R. Tickamyer
Dennis Nodin Valdes
Abel Valenzuela, Jr.
Radio Viveros

LATIN AMERICA

(and other International)

Maria del Carmen Aguayo
Bonnie Bade
Bea V. Calo
Altha Cravey
Javier Mario Ekboir
Enrique E. Figueroa
Lourdes Gouveia
Sherri L. Grasmuck
Pierrette Hondagneu-Sotelo
Fred Krissman
Susana Lastarria-Cornhiel
Lucila Nerenberg
Gerardo Otero
José A. Rivera
Refugio I. Rochín
Marcelo E. Siles
Doris P. Slesinger

MIGRATION & IMMIGRATION

Rafael Alarcon
M. Gene Aldridge
Susan C. Aldridge
Elaine M. Allensworth
Joseph A. Amato
María E. Anguiano Telléz
Kathryn Azevedo
Bonnie Bade
Manuel Chavez
Anne B. W. Effland
Enrique E. Figueroa
Deborah Fink
Guadalupe Friaz
Camille Guerin-Gonzales
Josiah Heyman
Pierrette Hondagneu-Sotelo
David Jané Kyle
Daniel T. Lichter
Daniel Melero Malpica
Philip L. Martin
Ed A. Muñoz



SPECIALIZATION LIST

Juan-Vicente Palerm
Jeffery S. Passel
Rene Perez Rosenbaum
Rubén G. Rumbaut
Sonya Salamon
J. Edward Taylor

OUTREACH

Juan Martinez
Sylvia Tijerina

POLICY/POLITICS

Maria del Carmen Aguayo
Rafael Alarcon
Susan C. Aldridge
Robert Aponte
Tomas Atencio
Jorge Chapa
Charles D. Eadie
Anne B. W. Effland
Jill Findeis
Josiah Heyman
Philip L. Martin
Ann V. Millard
Nancy A. Naples
Julie Leininger Pycior
José A. Rivera
Peter L. Stenberg

POVERTY

Robert Aponte
Jorge Chapa
Leif Jensen
Daniel T. Lichter
Ann V. Millard
Libby V. Morris
J. Edward Taylor
Ann R. Tickamyer
Abel Valenzuela, Jr.

RESEARCH METHODS

María Eugenia Anguiano Telléz
Tesfa Gebremedhin
Juan L. Gonzales, Jr.
Ann R. Tickamyer
Rosario Torres Raines

SCIENCE AND TECHNOLOGY

Gerardo Otero

SOCIAL SCIENCES GENERAL (Other than Sociology)

Kathryn Azevedo
Bonnie Bade
Brenda J. Bright
Victor Q. Garcia
Mazin A. Heiderson
Josiah Heyman
Fred Krissman
Ann V. Millard
Juan-Vicente Palerm
Joseph Spielberg-Benitez

SOCIOLOGY

Elaine M. Allensworth
Robert Aponte
Jorge Chapa
Manuel Chavez
Altha Cravez
Adela de la Torre
Thomas J. Durant, Jr.
Enrique E. Figueroa
Deborah Fink
Erasmio Gamboa
Juan L. Gonzales, Jr.
Sherri Grasmuck
Douglas B. Gwynn
Pierrette Hondagneu-Sotelo
Hayward Derrick Horton

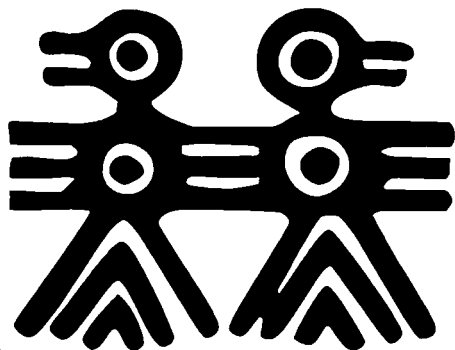
SPECIALIZATION LIST



Susana Lastarria-Cornhiel
Daniel T. Lichter
Linda C. Majka
Theo J. Majka
Daniel Melero Malpica
Emilia E. Martinez-Brawley
Libby V. Morris
Ed A. Muñoz
Nancy A. Naples
Lucila Nerenberg
Gerardo Otero
Devón G. Peña
José A. Rivera
Rubén G. Rumbaut
Rogelio Saenz
Sonya Salamon
Michael D. Schulman
Denise A. Segura
Doris P. Slesinger
Ann R. Tickamyer
Cruz C. Torres
Rosario Torres Raines
Dennis Nodin Valdes
Abel Valenzuela, Jr.
Francisco A. Villarruel

U.S. RURAL GROUPS (Other than Latinos)

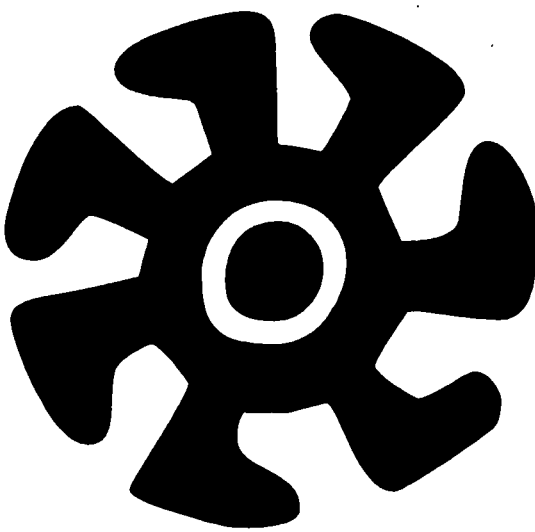
M. Gene Aldridge
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Thomas J. Durant, Jr.
Jill Findeis
Deborah Fink
Steve Hampton
Leif Jensen
David Jané Kyle
Daniel T. Lichter
Libby V. Morris
Refugio I. Rochín





RURAL LATINO RESOURCES

BUSINESS & EDUCATIONAL RESOURCES





BUSINESS AND EDUCATION RESOURCES

AMERICAN AGRICULTURAL ECONOMICS ASSOCIATION

1110 Buckeye Avenue
Ames, IA 50010-8063

Phone: (515) 233-3202

FAX: (515) 233-3101

E-Mail: lchrista@iastate.edu

*The objective of the Association is to further the development of systematic knowledge of agricultural economics. As a professional organization, the Association pursues this objective by facilitating research, instruction, publications, meetings, and other activities designed to advance and disseminate knowledge in agricultural economics. They also publish the **American Journal of Agricultural Economics and Choices**, a magazine to inform about food, farm, and resource issues and policies. Also see their Home Page at Web Site <http://www.aaea.org>.*

APPLIED RURAL TELECOMMUNICATIONS INFORMATION (AERIE) HOME PAGE

Brian Geoghegan
Program Assistant

E-Mail: bgeogheg@teal.csn.net

Web Site: <http://www.yampa.com/aerie>

Designed to serve as an online "Toolkit for Rural Community Economic Development Through Telecommunications," this project is particularly of service to Colorado rural communities. It includes descriptions of global and local projects and case studies, as well as information on relevant events and conferences. In time, its creators intend to extend its service to rural communities everywhere.

BUSINESS AND EDUCATION RESOURCES



ASSOCIATION OF BORDERLANDS SCHOLARS

New Mexico State University
Department of Economics, Box 30001
Las Cruces, NM 88003

Phone: (505) 646-5198

*The Association of Borderlands Scholars is a scholarly organization focusing on borderlands issues and research. The Association has a newsletter, **La Frontera**, and also co-sponsors the **Journal of Borderlands Studies** with New Mexico State University.*

BUSINESS ASSOCIATION OF LATIN AMERICAN STUDIES (BALAS)

Denise Dimon, Executive Secretary
University of San Diego, School of Business Admin.
5998 Alcalá Park
San Diego, CA 92110-2492

Phone: (619) 260-4836 **FAX:** (619) 260-4891
E-Mail: dimon@acusd.edu

BALAS developed as an international, professional association to bring together individuals from different fields (e.g., economics, finance, management, political science) and different vocations (e.g., academicians, business executives, policy makers) who have common interests concerning issues that affect the business environment of domestic and global enterprises operating in the Latin American region.



BUSINESS AND EDUCATION RESOURCES

CHICANO DATABASE

Lillian Castillo-Speed

University of California

Chicano Studies Publications Unit, 506 Barrows Hall #2570

Berkeley, CA 94720-2570

Phone: (510) 642-3859

FAX: (510) 642-6456

E-Mail: csl@library.berkeley.edu

The Chicano Database is the most comprehensive bibliographic resource for information about Mexican-American topics and the only specialized database for Chicano reference. Also see their Home Page at <http://latino.sscnet.ucla.edu/library/csl>.

CHICANO LATINO AFFAIRS COUNCIL (CLAC)

Brenda Maldonado, Office Manager

Department of Administration, G-4

50 Sherburne Ave.

St. Paul, MN 55155

Phone: (612) 296-9587

FAX: (612) 297-1297

E-Mail: clac.comm@state.mn.us

*The Chicano Latino Affairs Council (CLAC) is a state agency which focuses on public policy and advocacy. As an advocate, CLAC advises the governor and the state legislature on issues which affect the Chicano/Latino community throughout the state of Minnesota. The agency also produces a monthly newsletter, *Al Dia*, and has a homepage at <http://www.state.mn.us/ebranch.clac>.*

BUSINESS AND EDUCATION RESOURCES



CLNET: BUILDING CHICANA/O AND LATINA/O COMMUNITIES THROUGH NETWORKING

Romelia Salinas
University of California, Berkeley

Phone: (310) 206-6052 **E-Mail:** salinas@latino.sscnet.ucla.edu
Web Site: <http://latino.sscnet.ucla.edu>

CLNET provides an internet connection to information of interest to the Latino community, including News on Latino Topics, Information on Latino-Related Organizations, Job Listings, and Conference Announcements.

COLONIAS PROGRAM HOME PAGE

Carlos Xavier Carbo
Texas A&M University
Center for Housing and Urban Development
College Station, TX 77843-3137

Phone: (409) 862-2370 **FAX:** (409) 862-2375
Web Site: <http://chud.tamu.edu>

A program of the Center for Housing and Urban Development at Texas A&M University, this home page provides a wide array of information on colonias. It is an outreach effort to help mitigate some of the many problems faced by these border communities.



BUSINESS AND EDUCATION RESOURCES

COMMUNITY DEVELOPMENT SOCIETY

1123 N. Water Street
Milwaukee, WI 53202

Phone: (414) 276-7106 **FAX:** (414) 276-7704
E-Mail: 75545.2561@compuserve.com

The Community Development Society has many goals, including the fostering of a positive public image for community development and advocating excellence in community development scholarship, theory, and research. The Society produces a newsletter, Vanguard, as well as the Journal of the Community Development Society.

FARM FOUNDATION

1211 West 22nd Street
Oak Brook, IL 60521

Phone: (630) 571-9393 **FAX:** (630) 571-9580
E-Mail: ff@farmfoundation.org

The Farm Foundation's mission is to improve the economic and social prospects of agriculture and rural communities. In a catalytic role, Farm Foundation works to increase knowledge and understanding of agricultural and rural issues and encourages the wise application of that knowledge to the challenges and opportunities faced today. The Farm Foundation sponsors workshops and conferences to explore research topics, extension education and policy issues.

BUSINESS AND EDUCATION RESOURCES



FARM LABOR EDUCATION CENTER

Baldemar Velasquez
1221 Broadway
Toledo, OH 43693

Phone: (419) 243-3457

FAX: (419) 243-5655

The Farm Labor Education Center began its work in 1995 with a focus on continuing leadership training and educational initiatives developed in the early nineties. A resource intended to increase cooperation between farmworkers, farmers, and corporate agriculture in Michigan and Ohio it is located in the heart of Toledo's Hispanic community. Leadership training and education areas include leadership development, crisis assistance, health and safety programs, and international pesticide education.

FARM LABOR ORGANIZING COMMITTEE (FLOC)

Beatriz Maya
507 South Saint Clair St.
Toledo, OH 43602

Phone: (419) 243-3456

FAX: (419) 243-5655

Founded as a union in 1967 to provide a voice to the powerless, to organize for economic rights, legal rights, and human rights for farmworkers of the Midwest, FLOC continues to be active today, putting in place collective bargaining techniques vital to bettering the conditions of farmworkers. In addition, FLOC sponsors the Farm Labor Research Project (FLRP) and its Farm Labor Education Center to advance the skills of farmworkers.



BUSINESS AND EDUCATION RESOURCES

HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES (HACU)

National Headquarters
4204 Gardendale St., Ste. 216
San Antonio, TX 78229

Phone: (210) 629-3805

FAX: (210) 692-0823

The Hispanic Association of Colleges and Universities is a national association of higher education in the United States dedicated to bringing together colleges and universities, schools, corporations, governmental agencies and individuals to establish partnerships for purposes including the promotion of the development of Hispanic-serving Institutions.

HISPANIC BUSINESS, INC., AND HOME PAGE

Jesus Chavarría, Editor & Publisher
360 S. Hope Ave., Ste. 300C
Santa Barbara, CA 93105

Phone: (805) 682-5843

FAX: (805) 687-4546

Home Page: <http://www.hispanstar.com>

Hispanic Business is a monthly magazine devoted to articles on Latino entrepreneurs, business trends, and related topics. See their Home Page for additional information, statistics, and demographics.

BUSINESS AND EDUCATION RESOURCES



HISPANIC EXPERTS DATABASE/MINORITY EXPERTS DATABASE AND HOME PAGE

c/o Hispanic Research Center
Arizona State University
Tempe, AZ 85287-2702

Phone: (602) 965-9375 **FAX:** (602) 965-8309
E-Mail: dir_hisp_exp@asu.edu

A product of the Coalition to Increase Minority Degrees, Consortium to Identify and Promote Minority Professionals & Project 1000, this resource is excellent for conducting formal job searches as well as for sending both job-related or cultural, educational, and allied information to a great pool of minority experts. Also see their Home Page at Web Site http://mati.eas.asu.edu:8241/hed/dir_hisp_exp.

INTER-UNIVERSITY PROGRAM FOR LATINO RESEARCH (IUPLR) AND HOME PAGE

Gilberto Cárdenas, Executive Director
The University of Texas at Austin, P.O. Box 8180
Austin, TX 78713-8180

Phone: (512) 471-7100 **FAX:** (512) 471-4545
Web Site: <http://www.utexas.edu/depts/iuplr/>

The IUPLR consortium works to expand the scope of intellectual inquiry into issues affecting Latinos at all levels, as well as to inform policy. Participating universities are Arizona State University, DePaul University, Florida International University, Hunter College, Michigan State University, Stanford University, University of Arizona, University of Massachusetts, University of New Mexico, University of Texas at El Paso, and University of Texas at Austin.



BUSINESS AND EDUCATION RESOURCES

IOWA COMMISSION ON LATINO AFFAIRS

Sylvia Tijerina, Administrator
Department of Human Rights
Lucas State Office Building
Des Moines, IA 50319

Phone: (515) 281-4070

FAX: (515) 242-6119

The office of the Commission on Latino Affairs coordinates efforts for Latinos in Iowa in the areas of health, education, self-sufficiency, housing, employment and interpreting.

LABOR COUNCIL FOR LATIN AMERICAN ADVANCEMENT (LCLAA)

AFL-CIO Building, Ste. 310
A 15 Sixteenth Street, N.W.
Washington, DC 20006

Phone: (202) 347-4223

FAX: (202) 347-5095

LCLAA, designed to bring U.S. Latino union members together, was founded in the early 1970's in Washington, D.C. The organization promotes voter registration and education among U.S. Latino laborers and their families and works to strengthen unions.

BUSINESS AND EDUCATION RESOURCES



LATINO STUDIES JOURNAL

Felix M. Padilla, Editor

Lehman College-City University of New York

250 Bedford Park Blvd. West

Bronx, NY 10468

Phone: (718) 960-1161

FAX: (718) 960-7804

E-Mail: fpadilla@lcvox.lehman.cuny.edu

The Latino Studies Journal is a multi-disciplinary publication devoted to the study of contemporary and historic Latino life in American Society. The LSJ places particular emphasis upon publications which seek to contribute in the promotion and advancement of understanding of the individual and collective concerns of America's multi-cultural, intra-Latino groups.

MEXICAN AMERICAN LEGAL DEFENSE & EDUCATIONAL FUND, INC. (MALDEF)

634 South Spring Street, 11th Floor

Los Angeles, CA 90014

Phone: (213) 629-2512

FAX: (213) 629-0266

MALDEF is a national nonprofit organization that promotes and protects the civil rights of Latinos in the U.S. in the areas of education, employment, political access, and immigration. Headquartered in Los Angeles, MALDEF has regional offices in Chicago, San Antonio, and Washington, D.C.



BUSINESS AND EDUCATION RESOURCES

MICHIGAN COMMISSION ON SPANISH SPEAKING AFFAIRS (COSSA)

Marylou Olivarez Mason, Executive Director
611 W. Ottawa
North Tower, 3rd Fl.
Lansing, MI 48913

Phone: (517) 373-8339

FAX: (517) 335-1637

A branch of the Michigan Department of Civil Rights, the Michigan Commission on Spanish Speaking Affairs was created in 1975, for the purpose of developing policies and plans of action to serve, be an advocate for, and represent the needs of the Hispanic communities within Michigan.

MIDWEST CONSORTIUM FOR LATINO RESEARCH (MCLR)

Administrative Office, Michigan State University
202 Paolucci Building
East Lansing, MI 48824-1110

Phone: (517) 432-1150

FAX: (517) 432-1151

E-Mail: mclr-1@msu.edu

MCLR's purpose is to provide leadership for the advancement of Latino scholars in Midwestern institutions and research on Latinos in the Midwest. Participating universities are DePaul University, The University of Illinois-Chicago, Indiana University-Bloomington, The University of Iowa, The University of Michigan-Ann Arbor, Michigan State University, The University of Nebraska-Lincoln, Wayne State University, and The University of Wisconsin-Madison.

BUSINESS AND EDUCATION RESOURCES



MIDWEST MIGRANT HEALTH INFORMATION OFFICE

St. Mary Center
502 W. Elm Ave.
Monroe, MI 48162

Phone: (313) 243-0711

FAX: (313) 243-0435

The Midwest Migrant Health Information Office (MMHIO) is a nonprofit health education and advocacy agency that has been training migrant farmworker women and men as health promoters since 1985. Health promoters provide such services as peer health education, translation, and basic first aid to isolated migrant camps and communities. In order to serve farmworkers nationwide, MMHIO maintains another office in the Rio Grande Valley of Texas.

MIGRANT HEALTH SERVICES DIRECTORY (MHSD)

Midwest Migrant Health Education Office
St. Mary Center
502 W. Elm Ave.
Monroe, MI 48162

Phone: (313) 243-0711

FAX: (313) 243-0435

The Migrant Health Services Directory (MHSD) is a publication of the Midwest Migrant Health Information Office. The MHSD contains health service information for Farmworkers in Michigan, Illinois, Indiana, Iowa, Minnesota, Missouri, North Dakota, Ohio, and Wisconsin. The directory is a bilingual guide, which includes pictograms for use by low literate readers. It is revised and distributed annually.



BUSINESS AND EDUCATION RESOURCES

MIGRANT LABOR DATABASE

Julian Samora Research Institute
Michigan State University
112 Paolucci Building
East Lansing, MI 48824-1110

Phone: (517) 432-1317 **FAX:** (517) 432-2221

Web Site: <http://www.jsri.msu.edu>

A product of the Julian Samora Research Institute and MSU Cooperative Extension, this Web Site provides citations of relevant publications as well as organizations that serve as resources on the subject of migrant labor.

NATIONAL COALITION OF HISPANIC HEALTH & HUMAN SERVICES (COSSMHO)

1501 Sixteenth St., N.W.
Washington, DC 20036

Phone: (202) 387-5000 **FAX:** (202) 797-4353

E-Mail: cossmho@cossmho.org

The mission of COSSMHO is to improve the health and well-being of all Latino communities throughout the United States. Working with community-based organizations, universities, government, corporations, and foundations, their services include trainings, policy analysis, and research.

BUSINESS AND EDUCATION RESOURCES



NATIONAL COUNCIL OF LA RAZA (NCLR)

111 19th Street, N.W. (Suite 1000)
Washington, DC 20036

Phone: (202) 785-1670

FAX: (202) 776-1792

NCLR is a private, nonprofit, tax-exempt organization established in 1968 to reduce poverty and discrimination, and improve life opportunities for Hispanic-Americans. As a national umbrella organization with more than 200 affiliates, NCLR seeks to create opportunity and address problems of discrimination and poverty in the Latino community through capacity building, applied research and public policy analysis, public information efforts, and special projects. Their five field offices are located in Chicago; Kansas City, Missouri; Los Angeles; Phoenix, and San Antonio.

NATIONAL HISPANIC COUNCIL ON AGING (NHCOA)

2713 Ontario Road, N.W.
Washington, DC 20009

Phone: (202) 265-1288

FAX: (202) 745-2522

The National Hispanic Council on Aging is a nonprofit, community-based organization dedicated to improving the well-being of older Latinos and their families. Numerous research, demonstration, and educational projects are conducted through a network of chapters, affiliates, and individual members. A series of books on issues faced by Latino elderly are available as well as other educational materials. Current projects include hunger and poverty, health promotion, and low income housing.



BUSINESS AND EDUCATION RESOURCES

NORTH AMERICAN PROGRAM

Gene F. Summers, Director

Land Tenure Center, University of Wisconsin, Madison

1357 University Avenue

Madison, WI 53715

Phone: (608) 265-5709

FAX: (608) 262-2141

E-Mail: gfsommer@facstaff.wisc.edu

The North American Program is a recent addition to the Land Tenure Center which has for 32 years worked in the international arena. The Program is concerned with land tenure issues in Canada, Northern Mexico, and the United States with a special emphasis on groups that have limited access to land and other natural resources.

NORTH CENTRAL REGIONAL CENTER FOR RURAL DEVELOPMENT (NCRCD) AND HOME PAGE

Iowa State University

317D East Hall

Ames, IA 50011-1070

Phone: (515) 294-8321

FAX: (515) 294-2303

E-Mail: jstewart@iastate.edu

Linked to the land grant universities in the North Central region and the USDA, the NCRCD seeks to improve the social and economic well-being of rural people by initiating and facilitating rural development research and education programs. A recent project has been a study of rural community response to plant closings in order to pinpoint effective recovery and development strategies. See their Home Page at <http://www.ag.iastate.edu/centers/rdev/RuralDev.html>.

BUSINESS AND EDUCATION RESOURCES



NORTHEAST REGIONAL CENTER FOR RURAL DEVELOPMENT (NERCRD) AND HOME PAGE

The Pennsylvania State University
7 Armsby Building
University Park, PA 16802-5602

Phone: (814) 863-4656 **FAX:** (814) 863-0586

E-Mail: zuber@po.aers.psu.edu

The Northeast Regional Center for Rural Development (NERCRD) supports and strengthens individual state efforts in rural areas by developing networks of research and Extension faculty from a variety of disciplines to address rural issues. See their Home Page at <http://www.cas.psu.edu/docs/casconf/nercrd/nercrd.html>.

RURAL DEVELOPMENT COUNCIL OF MICHIGAN (RCDM)

Dr. David Skjaerlund, Executive Director
P.O. Box 30017
Lansing, MI 48909

Phone: (517) 373-4550 **FAX:** (517) 335-1423

E-Mail: skjaerlund@state.mi.us

The Rural Development Council of Michigan (RCDM) is a public/private partnership whose charge is to develop new, collaborative approaches to enhance the future of rural Michigianians. RCDM is an umbrella organization which continually promotes the membership and active participation of six partner groups: local, federal, and state governments, Native American tribes, private for-profit and non-profit interests. They also produce a newsletter, Rural Partners.



BUSINESS AND EDUCATION RESOURCES

RURAL INFORMATION CENTER HEALTH SERVICE (RICHS)

National Agricultural Library
Room 304
Beltsville, MD 20705-2351

Phone: 1-800-633-7701

FAX: (301) 504-5181

E-Mail: ric@nal.usda.gov

RICHS was created by a joint effort of the Office of Rural Health Policy (ORHP) in the Department of Health and Human Services (DHHS) and the National Agricultural Library. RICHS, situated within the Rural Information Center, is designed a national clearinghouse for collecting and disseminating information on rural health issues, rural health research findings, and innovative approaches in rural health care services. See their Home Page at <http://www.nal.usda.gov/ric/richs/>.

RURAL INFORMATION CENTER (RIC) AND HOME PAGE

Patricia L. John, Coordinator
National Agricultural Library
Room 304
Beltsville, MD 20705-2351

Phone: 1-800-633-7701

FAX: (301) 504-5181

E-Mail: ric@nal.usda.gov

The Rural Information Center is a joint project of the USDA Cooperative State Research, Education, & Extension Service and the National Agricultural Library. RIC provides information and referral services to many, including local government officials, community organizations, and rural citizens working to maintain the vitality of America's rural areas. Also see their Home Page at <http://www.nal.usda.gov/ric/>.

BUSINESS AND EDUCATION RESOURCES



RURAL MIGRATION NEWS AND HOME PAGE

Philip Martin

E-Mail: rural@primal.ucdavis.edu

Web Site: <http://migration.ucdavis.edu>

Rural Migration News summarizes the most important immigration and integration developments affecting residents of cities and towns in the agricultural areas of California and rural areas throughout the United States. It is published quarterly, in mid-October, January, April, and July. Distribution is by E-Mail. If you wish to subscribe, send your E-Mail address to the above address. In addition, current and back issues of the Rural Migration News can be accessed via the Internet at the above Web Site.

RURAL OPPORTUNITIES, INC.

Housing and Economic Development

339 East Ave., Suite 401

Rochester, NY 14604

Phone: (716) 546-7180

FAX: (716) 546-7337

Rural Opportunities, Inc. is a private non-profit corporation founded in 1969 to address the critical needs of farmworkers and other rural poor. ROI has field offices across New York, New Jersey, Pennsylvania, and Ohio, and housing technical assistance offices in Michigan and Indiana.



BUSINESS AND EDUCATION RESOURCES

RURAL POLICY RESEARCH INSTITUTE (RUPRI) AND HOME PAGE

Jim Scott
200 Mumford Hall
University of Missouri
Columbia, MO 65211

Phone: (314) 882-0316 **FAX:** (314) 884-5310
E-Mail: rupri@muccmail.missouri.edu

RUPRI provides objective analysis and facilitates public dialogue concerning the impacts of public policy on rural people and places. To find out more about RUPRI or their publications, see their Home Page at <http://www.oseda.missouri.edu/rupri>.

RURAL POVERTY DIRECTORY

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1101 W. Peabody Drive
Urbana, IL 61801-4723

Phone: (217) 244-8759 **FAX:** (217) 333-8046
E-Mail: burdge@ux1.cso.uiuc.edu

The Rural Poverty Directory contains the names and contact information for approximately 75 social scientists who are available for consultation on a variety of policy issues related to poverty in rural America. The cost of the Directory is \$10.

BUSINESS AND EDUCATION RESOURCES



RURAL SOCIOLOGICAL SOCIETY (RSS)

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1101 West Peabody Dr.
Urbana, IL 61801-4723

Phone: (217) 244-8759 **FAX:** (217) 244-8583
E-Mail: jewalter@ux1.cso.uiuc.edu

The Rural Sociological Society (RSS) was founded in 1937 in order to promote the development of rural sociology through teaching, research, and extension. The Society produces a quarterly journal, Rural Sociology, as well as The Rural Sociologist, a quarterly publication to provide information and commentary of interest in the area of Rural Sociology.

SOUTHERN RURAL DEVELOPMENT CENTER (SRDC) AND HOME PAGE

Bonnie P. Teater, Asst. to the Director
Mississippi State University
Box 9656, Montgomery Drive
Mississippi State, MS 39762-9656

Phone: (601) 325-3207 **FAX:** (601) 325-8915
E-Mail: bonniet@mces.msstate.edu

SRDC supports and strengthens individual state efforts in rural areas by developing networks of university research and Extension faculty from a variety of disciplines to address rural issues. A recent project of the SRDC has been the development and distribution of a resource directory listing individuals with expertise in the areas of rural health and safety. Their Web Site is <http://www.ces.msstate.edu/~srdc>.



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The Southwest Borderlands Cultural Studies and Research Center offers an interdisciplinary minor in Mexican-American Studies and SW Borderlands Studies; a specialist certificate in U.S.-Mexico relations; supports research and services focusing on border communities; and houses the Transculturation Project for faculty development.

UNITED FARM WORKERS OF AMERICA, AFL-CIO

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La Paz
Keene, CA 93531

Phone: (805) 822-5571
FAX: (805) 822-6103

The United Farm Workers of America was begun in 1962 under the direction of Cesar Estrada Chavez and has since continuously worked toward the organization of agricultural workers.

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**WESTERN RURAL DEVELOPMENT CENTER (WRDC)
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Russ Youmans, Director
Oregon State University
307 Ballard Extension Hall
Corvallis, OR 97330-3607

Phone: (541) 737-3621 **FAX:** (541) 737-1579
E-Mail: WRDC@ccmail.orst.edu

WRDC's mission is to strengthen rural families, communities, and businesses by facilitating collaborative socio-economic research and extension through the western region's higher education institutions. A recent project has been to support researchers investigating the rising importance of Latino immigration, families, and communities in the rural West. See their Home Page at <http://www.orst.edu/dept/wrdc>.

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RURAL LATINO RESOURCES

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ALPHABETICAL BY LAST NAME



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RURAL LATINO RESOURCES

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Julian Samora Research Institute
Michigan State University
112 Paolucci Building • East Lansing, MI 48824-1110
(517) 432-1317 • Fax (517) 432-2221
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